

## Chicago & Northwestern Dining Car Conditioned by CH<sub>3</sub>Cl System

CHICAGO—Passengers on trains No. 152 and 153 of the Chicago & Northwestern Railroad, operating daily between Chicago and Milwaukee, have enjoyed cleaned, cooled, and humidified air in the dining car since installation of air conditioning equipment was made in it last spring. The air conditioning apparatus was designed for railway service by the Melcher Co., Chicago, cooperating with engineers of the Chicago & Northwestern Railroad Co.

Temperatures in the diner were kept from 10 to 15° F. lower than outside temperatures during the hottest days of the past summer, L. W. Melcher claims. All of the usual ventilating devices in the dining car, such as windows, deck ventilators, and air intakes, were kept permanently closed.

Four Melcher "Air Units" are used on the car. Each consists of a two-cylinder methyl chloride condensing unit, an air cooling section, and a mounting plate.

The refrigerating equipment, as shown in Fig. 1, is mounted in a cast steel frame with a removable sheet steel enclosure, Mr. Melcher points out. The

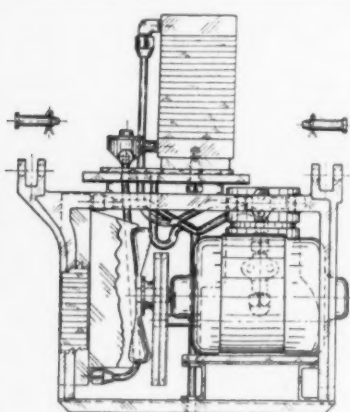


Fig. 1—Refrigerating machine in Melcher system. The evaporator for cooling the air extends above the motor and compressor assembly.

compressor is driven with a double V-belt by a 1/2-hp., 32-volt ball bearing motor.

In front of the motor is mounted the condenser, which is cooled by air drawn through it by the four-blade fan on the motor shaft.

Above the condensing unit is a triple section evaporator coil which cools and dehumidifies the treated air by direct expansion of the refrigerant through an automatic expansion valve. This fits into the air chamber shown in Fig. 2 when the unit is assembled.

### Humidity Drained Off

The cooling coil is mounted in a drain pan for collecting moisture extracted from the air in summer, a drain conducts it to the ground.

For winter months when the cooling equipment is unnecessary, it may be removed by detaching the supporting connections and disconnecting the motor wires from the terminal block.

In this same housing of Fig. 2, lined with 1-in. cork, is assembled a moisture-proof metal liner and blower shroud. The blower is driven by a 1/2-hp., 32-volt motor. In front of the air section is the filter which is cleaned about every 200 hours by flushing with hot water and dipping in odorless light oil, Mr. Melcher reports.

In actual operation, each of the four air conditioning units draws air into the air section, cleans it by passage

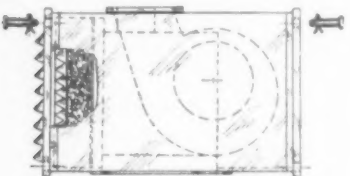


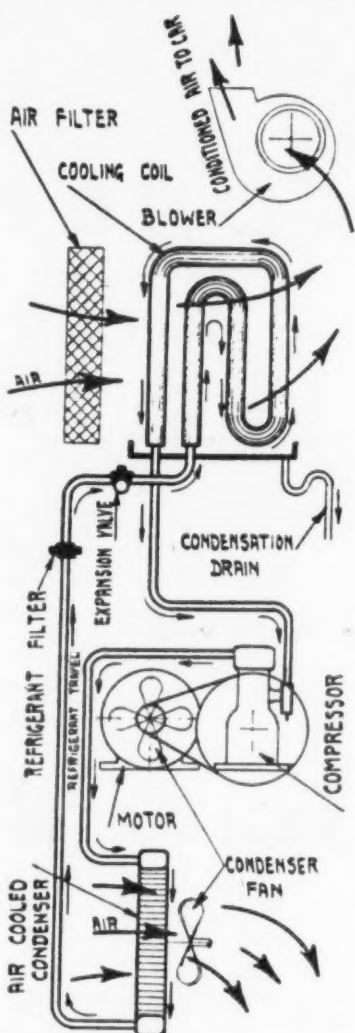
Fig. 2—Housing and air filter.

through a filter, cools and dehumidifies it in a cooling coil, and discharges it by blower to a vertical duct between the inner and outer sheets of the car side, Mr. Melcher explains.

About six feet above the floor of the car is a discharge grill, constructed so as to produce a broad, flat sheet of air and distribute it over a wide area and without drafts on passengers.

The return grill, located near the floor of the car, feeds recirculated air through a short duct back to the air

### Operation of System



Schematic diagram shows the direct expansion, air cooled system.

cooling unit. In it is a regulating damper for controlling the proportion of recirculated and new air going to the unit. Mr. Melcher says the usual practice is to set the damper to bring in about 25 per cent of outside air, and mix it with 75 per cent of recirculated car air.

Outside air being forced into the car by the blower causes a positive pressure inside, preventing any leakage of air, gas, or dust from the outside, and distributing the conditioned air from

the passenger compartment into the pantry and kitchen also, where it is discharged by a deck exhaust fan.

The weight of the air section is 100 lbs., of the cooling unit 200 lbs., and of the mounting plate 40 lbs., or 340 lbs. for each of the four units. A complete unit is 23 in. long, 24 in. wide, and 29 1/4 in. high.

Power is furnished by a 5-kw. 32-volt generator, and two 450 ampere-hour lead storage batteries, connected independently of the lighting system so that the current consumption of the air conditioning equipment alone can be measured.

### Motors Total 2 1/2-hp.

The combined capacity of all motors employed for air conditioning the diner is 2 1/2-hp. "On a four-hour run, the four units consumed 320 ampere-hours," Mr. Melcher states. The blower motor in the air unit draws three amperes, while the compressor motor consumes from 15 to 18 amperes.

When the car runs eight hours a day, the axle generator is called on to furnish current about three hours, additional charging of the battery being done in the railroad terminal.

Mr. Melcher claims as features of the system: minimum of friction and heat loss by the use of short air ducts; the conditioning of air only in the zone occupied by passengers (or the space from the floor to a plane six feet above the floor); constant operation and uniform car temperatures by the use of several small motors well within the power capacity; only six feet of refrigerant travel; and the employment of only two heat conversions (1, absorption of heat from the air by the refrigerant, and, 2, transfer of heat in the refrigerant to outside atmospheres).

### HUMITROL WORKS BY ACTION OF HYGROSCOPIC RIBBON

MINNEAPOLIS—Expansion and contraction of a hygroscopic ribbon element with changes in humidity are used as the actuating force of the Humitrol, manufactured by Lewis Air Conditioners, Inc., of this city.

The instrument is used in connection with air cooling systems to control the relative humidity of the air being treated.

The movement of the ribbon is multiplied by lever mechanisms to trip a one or two ampere mercury switch which starts the dehumidification equipment when the humidity gets too high. Usually the instrument is set for 45 per cent relative humidity, according to A. G. Mather, vice president of the firm, and will cut in at 42 per cent and out at 48 per cent.

### PORCELAIN FOR REFRIGERATORS

Household and Commercial  
We SPECIALIZE in  
fabricating and enameling  
Interior and Exterior  
REFRIGERATOR PORCELAIN

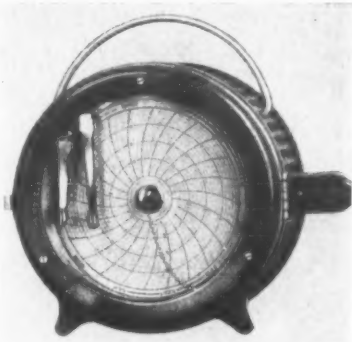
CHALLENGE  
Stamping & Porcelain Co.  
Grand Haven, Mich.

## Finding Out is Better than guessing

GETTING the facts is better than guessing. Also it is more convincing.

When the owner or housewife complains about the refrigerator not making enough ice cubes, or says the motor is running too long or too often, don't argue.

A much better way is to put BRISTOL'S Model 144T Time and Temperature Recorder on the job and get the facts. Just place this handy little instrument any-



where on one of the refrigerator shelves. Only a moment is needed to hook it up.

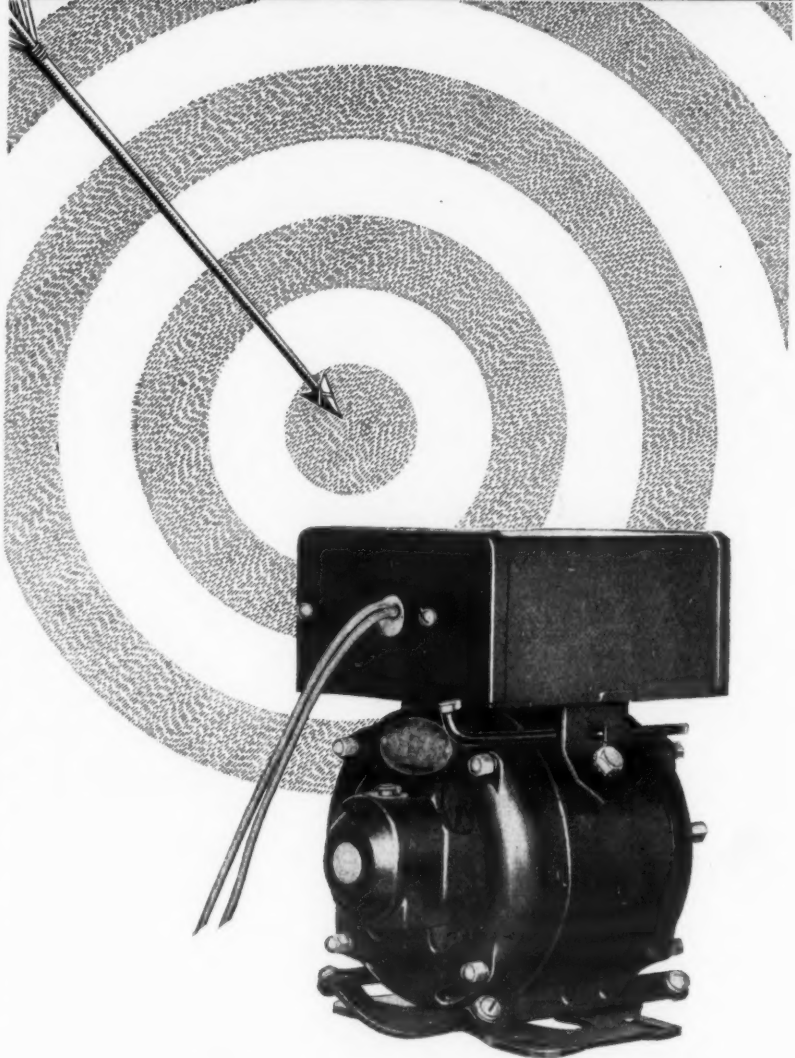
Model 144T gives a continuous 72 hour or 3 day record of the temperature inside the box. This recorder shows, too, every time the motor starts, stops, and how long it has run.

Leaflet No. 379 gives details you will want to know. Write for a copy.

THE BRISTOL COMPANY  
WATERBURY, CONNECTICUT  
Branch Offices: Akron, Birmingham, Boston, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco

**BRISTOL'S**  
TIME AND TEMPERATURE RECORDERS  
for Refrigerators

## G-E TYPE KC



## A HIT FROM THE START!

THE Type KC capacitor-motor for modern refrigerator drive has scored from the start on brilliant, "care-free" performance. Its reliability—achieved through radical simplicity of design is unquestioned.

If you want a proved motor—one in which wearing parts have been reduced to the absolute minimum—one that is unusually quiet in operation and trouble-free—write the G-E Type KC capacitor-motor into your 1932 specifications now.

Minimizing motor-service problems is part of the G-E motor-specialists' job; ask them to cooperate with you.



GENERAL ELECTRIC

210-150

**REFRIGERATION RUBBER WARE**

Door and Frame Insulating Strips. Gliders for Refrigerator Legs. Top Hole Sections. Lid Collars. Sleeves. Brine Hole stoppers for Ice Cream Cabinets, etc. Specializing in Parts Made to Customer's Design.

**THE AETNA RUBBER CO.**  
ASHTABULA, OHIO



# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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TWO DOLLARS PER YEAR

## N. E. L. A. DISPLAY CONTEST OPENED TO ALL DEALERS

**Christmas Competition  
Extended in Scope;  
\$600 in Prizes**

NEW YORK—Rules for the store display contest to be carried on during the Christmas season by the Electric Refrigeration Bureau, have been changed to permit any utility or other retail sales outlet for any company to compete. The first announcement limited competition to Frigidaire, General Electric, Kelvinator, Norge, and Westinghouse dealers.

Six prizes, totalling \$600, are being offered. The winning window display in each of three different classifications will receive \$100, as will the winning interior effect. The classes for window displays are: window floor area under 50 sq. ft.; window floor area between 51 and 100 sq. ft.; and window floor area over 100 sq. ft.

Interior decoration classifications are: display floor area under 200 sq. ft. devoted to electric refrigeration; floor area between 201 and 400 sq. ft.; and floor area of more than 400 sq. ft.

Any eligible competitor may compete for one or both of the prizes in his class. The competing displays must stress in some way or other the Christmas spirit and the idea that an electric refrigerator is an appropriate or appreciated Christmas gift.

They must be displays in actual use in 1931, and a photograph and description must be sent in to national bureau headquarters not later than Jan. 5, 1932. For window displays, the following points will be considered:

1. Christmas sales appeal; 2. Effective

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## BLACK HOLDS LEAD IN WESTINGHOUSE SALES

MANSFIELD, Ohio—Allen Black, apartment house salesman for Allen-Ingram, Inc., New York, tightened his hold on the lead in the Westinghouse "On-to-Mansfield" expedition with 3,223 miles more than the next "explorer."

Black had advanced 15,283 miles on his way to Mansfield as the half-way mark of the contest was reached Nov. 12. L. J. Selya, of Buckley & Scott, Inc., Boston, replaced W. W. Drodgy of Houston as second place man, with 8,060 miles piled up. Black helped district one keep its lead among supply bases.

High men in the rest of the districts, according to the latest compilations are Erwin La Prairie, district 3, Kingston, N. Y., of the Herzog Hardware and Paint Co., with 1,920 miles; C. H. Durrer, district 4, Washington, representing the C. A. Muddiman Co., having travelled 3,105 miles; E. D. Little, of district 5, Orlando, Fla., representing the Newell Electric Co., with 1,740 miles; A. E.

(Concluded on Page 2, Column 4)

## LOS ANGELES ELECTROLUX SALES 42% ABOVE 1930

LOS ANGELES—Electrolux refrigerator sales by the Southern California Gas Co. for the first eight months of 1931 are reported to be 42 per cent greater than for the entire year of 1930, according to C. M. Grow, manager of the new business department.

Efforts are now being made to build up additional refrigeration business through a dealer cooperative plan directed to merchant plumbers.

More than \$2,500 in commissions on pipings and connections and profits on direct sales have been paid out to merchant plumbers within the past two months.

## BURKE NAMED PRESIDENT OF PAGE-MORRIS, INC.

ALBANY, N. Y.—J. H. Burke, formerly vice president, has been elected president and general manager of Page-Morris, Inc., General Electric refrigerator distributor, here, by the board of directors of that concern.

Mr. Burke succeeds J. O. Morris, recently deceased.

## Export Manager



E. H. WILCOX  
Named Kelvinator export manager.

## ICEBERG'S CREDITORS ASKED TO TAKE 20%

GARDNER, Mass.—Creditors of the Iceberg Mfg. Co. have been asked to accept a settlement of 20 cents on the dollar on all outstanding trade claims, to stave off bankruptcy of the firm.

A letter from William M. Quade, Iceberg attorney, recommending that the creditors accept this arrangement, has been followed by a letter signed by H. T. Tudor, managing executive, in which reasons for the step were given.

Assets consist of merchandise finished and in process, raw material, machinery, tools, dies and jigs, office equipment and accounts receivable.

If bankruptcy occurred, a forced sale of these things would, according to Mr. Quade, bring scarcely more than a 5 per cent dividend.

The 20 per cent offer applies only to trade creditors or on trade notes, and does not pay anything toward the bank loans or the \$40,000 owed to directors. It covers the accounts payable amount of \$45,000 and the notes payable, approximately \$95,000.

## ELECTROLUX REGIONAL MEN DISCUSS SALES PROMOTION

EVANSVILLE, Ind.—Preparing for an increased program of sales promotion activity on gas refrigeration, members of the middle west division of Electrolux Refrigerator Sales, Inc., recently concluded a six-day regional sales conference at the factory to discuss merchandising plans for 1932.

The conference was the first of a series which will ultimately include all the district sales engineers and special representatives.

George L. Roach, sales manager, was chairman of the meeting. The first two days were confined to a study of the

(Concluded on Page 2, Column 5)

## 3000 in 10 Months



AL FALK  
In 10 months sells 3,000 Mayflowers in New York.

## NEW FRIGIDAIRE MODEL SHOWN AT SALES MEETINGS

**Special Prizes, Bonus  
To Be Awarded for  
Xmas Sales**

By Gertrude F. Stanton

DETROIT, Nov. 22—Announcement of a 6-cu. ft. model, the AH-6, retailing at \$237.75, was a feature of the Detroit district Frigidaire meeting, here, this morning. This meeting was one of 43 district gatherings which are being held almost simultaneously.

R. D. VanDyke, assistant regional manager, Dayton, Ohio, talked before the more than 100 dealers and salesmen gathered at breakfast in the Statler Hotel.

H. J. Walker, Jr., district manager, and A. J. Letherby, sales promotion manager, each directed parts of the meeting, which emphasized the Frigidaire campaign for Christmas business.

A new prospect moving picture, three new direct mailing pieces, a national radio program each afternoon over the NBC blue network, one national contest and one local contest were outlined to the meeting.

The Detroit distributors announced that two trucks carrying a Frigidaire, a Santa, and Posters would be seen on Detroit streets each day from Dec. 1 to Christmas.

A prize of \$1,000 will go to the first

(Concluded on Page 2, Column 5)

## Young to Represent Gibson in East

GREENVILLE, Mich., Nov. 24.—(Special Wire to ELECTRIC REFRIGERATION NEWS)—Herbert E. Young, former vice president in charge of sales for Grigsby-Grunow Co., and more recently vice president in charge of sales for Norel Electric Radiator Corp., has been named eastern representative of the Gibson Electric Refrigerator Corp.

Mr. Young will have charge of sales of the Gibson electric refrigerator in metropolitan centers of New York City, Boston, Philadelphia, Baltimore, Washington, and all cities west to and including Cleveland, according to Charles J. Gibson, president of the Gibson organization. His activities will all be directed from New York City.

## McCLELLAN, BROWN NAMED RHINELANDER EXECUTIVES

RHINELANDER, Wis.—M. O. McClellan has been appointed general manager, and Spencer Brown, secretary of the Rhineland Refrigerator Co., according to announcement from the company's board of directors.

The two men succeed R. A. Riek, former secretary and general manager, who recently retired from the management of the business after more than 25 years of active service, and his son, Forest Riek.

Mr. Brown was elected by the board as their representative in active contact with the management.

The entire remaining Rhineland organization remains intact. J. A. Bruns, who has been factory superintendent for the past quarter of a century, will continue in the same capacity.

Six new sales representatives, all of whom were formerly with the Alaska Refrigerator Co., have been added to the sales force.

The names of the new outlets, and their locations, are as follows: A. C. Black Co., Minneapolis, Minn.; A. J. Wolt, Bourbon, Ind.; H. E. Wolt, Milwaukee, Wis.; Sam Goodfriend, Cleveland Heights, Ohio; Frank Kuratko, Chicago; and W. B. Ebelein, Erie, Pa.

## DISTRIBUTOR OPENS STORE

SACRAMENTO, Calif.—Arnold Bros. Inc., automobile distributor, has opened a store at 1100 J St. for the handling of Westinghouse electric refrigerators

## Joins Gibson



P. W. PECK  
New Gibson manager for South.

## PECK NEW MANAGER FOR GIBSON IN SOUTH

GREENVILLE, Mich.—The Gibson Electric Refrigerator Corp. announces the addition to its sales force of P. W. Peck of Atlanta, Ga., who will work in the capacity of southern district manager.

Mr. Peck's territory will extend from Texas and Oklahoma on the west to Florida and the Carolinas on the east, including all of the southern tier of states.

Mr. Peck held a similar position for the Grigsby-Grunow Co. during the past three years, when he established a record of nearly \$28,000,000 worth of majestic merchandise sold during that time.

Previous to that he was for 12 years with the Columbia Phonograph Co. and the Radio Corp. of America as southern supervisor.

He will continue to make his headquarters in Atlanta.

## ANHEUSER-BUSCH ORDERS 4,000 COPELAND MACHINES

MT. CLEMENS, Mich.—An order for 4,000 units has been placed with Copeland Products, Inc., manufacturer of electric refrigeration equipment, by Anheuser-Busch, Inc., according to W. D. McElhinny, vice president of Copeland.

Mr. McElhinny states that delivery dates are specified on 2,129 units.

Following recent business trips to several sections of the country, including New Orleans, St. Louis, New York, and Atlantic City, Mr. McElhinny made these observations:

"On this trip I tried the idea of sounding out business along some lines that one ordinarily might not expect.

"Perhaps not many people know it, but in 1929, before many business men

(Concluded on Page 2, Column 5)

## 150% of Quota



GUY A. GRAVES  
Frigidaire salesman of Kansas City has 2,700 B.t.u.'s already.

## MASON REPORTS FISCAL YIELD OF \$1.53 PER SHARE

**Kelvinator Corp.'s Profit  
10% Better Than  
Last Year**

DETROIT—Net earnings of \$1,761,709.19, or \$1.53 a share on the 1,147,302 outstanding shares of the company's stock was shown by the Kelvinator Corp. for the fiscal year which ended Sept. 30, 1931, according to the annual statement delivered by George W. Mason, president and chairman of the board of the Kelvinator Corp., at a meeting of the board of directors, Nov. 17.

The figures shown in the statement represent an increase of 10 per cent over the earnings of the previous year.

The 1931 earnings of \$1,761,709.19, or \$1.53 per share, compare with \$1,601,016.37, or \$1.35 per share, for the year ended Sept. 30, 1930, and \$1,221,383.73, or \$1.03 per share, for the year ended Sept. 30, 1929.

Cash on hand Sept. 30 amounted to \$3,051,988.32, as compared with \$1,561,865.99 a year previous, a gain being shown despite the reduction of funded indebtedness in the sum of \$1,849,500 during the year.

Working capital was shown to \$6,107,468.15, of which more than \$3,000,000 is cash and \$2,326,699.59 is inventory.

The annual statement shows the Refrigeration Discount Corp. (ReDisCo), the Kelvinator owned subsidiary handling consumer paper for Kelvinator and Leonard outlets, reported a net profit of 176,134.98. This compares with \$161,716.13 for the previous year.

Kelvinator of Canada, Ltd., reports

(Concluded on Page 2, Column 4)

## HOOSIER MAN IN LINE TO HEAD G. E. FORCES

CLEVELAND, Ohio—A. F. Head, of the Hoosier Electric Refrigeration Co., Indianapolis, headed the Monitor Top election campaign race for the presidency of Refrigeration, at the end of the eighth week.

Dark horse of the deepest dye, Mr. Head had not been among the leaders at any time since the start of the election, until a sudden boost last week carried him 19 votes ahead of Art Dunning, of Duluth, who had led for two weeks.

C. L. McCrea, Washington, let second place, which he has held a goodly part of the eight weeks, slip through his fingers, and went down to fourth in the running.

Fred Cushman of Cleveland, who has been among the first five consistently, pulled himself up to third, 682 votes above Mr. McCrea.

E. J. Nellor, Louisville, who is within

(Concluded on Page 2, Column 3)

## NEW BUREAU COMMITTEE APPOINTMENTS ANNOUNCED

NEW YORK—Louis Ruthenburg, L. E. Moffatt, E. C. Bennett, and F. M. Cockrell were recently elected members of the executive committee, Electric Refrigeration Bureau. Miss Eloise Davison became a member of the plan committee at the same time.

Mr. Ruthenburg is president of Copeland Products, Inc.; Mr. Moffatt, the editor of *Electrical Merchandising*; Mr. Bennett, president of Bennett-Watts-Haywood Co., and Mr. Cockrell, publisher of *ELECTRIC REFRIGERATION NEWS*.

Miss Davison holds the position of home economics adviser to the National Electric Light Association.

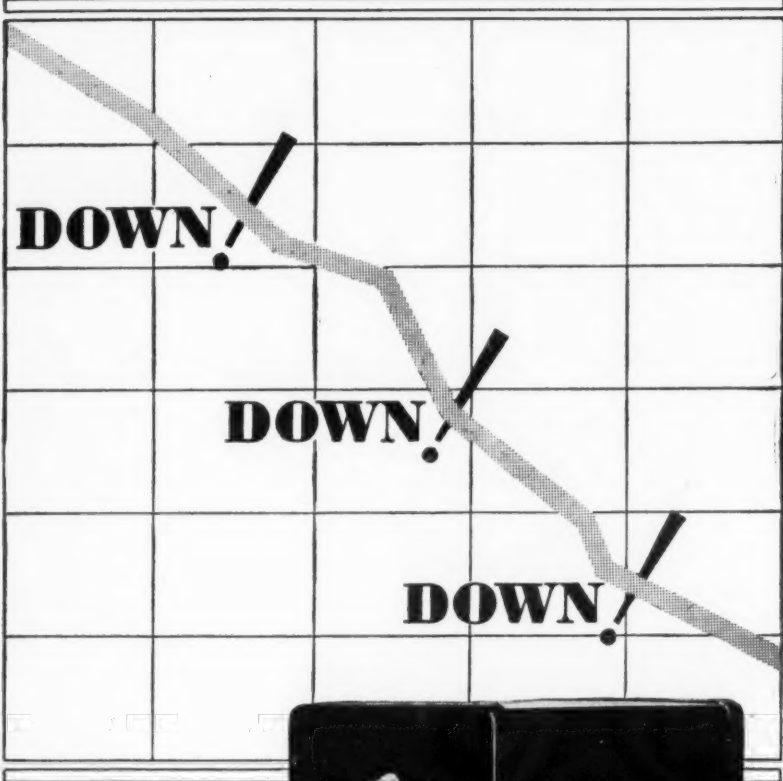
## DEPARTMENT STORE SELLS FRIGIDAIRE AT 25c A DAY

BALTIMORE, Md.—Hochschild, Kohn & Co., department store, has inaugurated the 25 cents a day plan in the selling of Frigidaire electric refrigerators.

There is no installation charge with sales on this plan. The first payment required is \$10; and the balance may be complete on the 25 cents a day plan, payable monthly on all models selling up to and including those selling for \$225.



# GE TYPE KC



## go your service problems

WITH the Type KC "care-free" capacitor-motor in your 1932-model refrigerator, the graph of your service complaints approaches zero. The enviable reputation of this motor is attested by the many manufacturers who have adopted it.

The "care-free" motor, because of extreme simplicity of design, is unusually dependable. Its long life is the result of minimized points of wear.

Give your new design every asset—every sales appeal; specify Type KC, the "care-free" motor.

GENERAL  ELECTRIC

## HOOSIER MAN IN LINE TO HEAD G. E. FORCES

(Concluded from Page 1, Column 5)

striking distance for the first time, stands fifth, 148 votes behind Mr. McCrea.

P. H. Harrison, of Newark, who lacked only 26 votes of being in second place at the end of the seventh week, dropped back to sixth. Rex Cole, New York City, has seventh place firmly within his grasp for the second week.

Mr. Head's spectacular advance to the head of the list was matched by several performances down the list. F. W. Wolf, of Buffalo, N. Y., climbed from twenty-third into thirteenth place after receiving more than 2,000 votes from his supporters. "Honest Syd" Caswell, of Detroit, moved up to tenth place.

Frank Edwards, the candidate from Salt Lake City, Utah, also moved up, and L. W. Driscoll, Charlotte, N. C., continued to advance, from twentieth to sixteenth.

### Ball League Results

CLEVELAND—The World Series champion baseball games being played through the medium of sales by General Electric refrigerator distributors throughout the United States, enter the final month in December when the leading teams in the seven "Leagues" will play for the title.

The tabulation of the standing in November showed George Patterson, Inc., St. Petersburg, Fla., distributor, and Rex Cole, Inc., General Electric refrigerator distributor for New York City, with the highest averages. Patterson has 480 and Cole has 525.

These standings would indicate that the Atlantic League and the Metropolitan League leaders would battle for the title.

However, these two teams have the leaders in the Midwest, Rocky Mountain, Southwestern and Pacific Coast league to contend with. R. Cooper, Jr., Inc., has an average of 430; W. N. Hogan has 430; F. B. Connelly, 455; Edmundson, 370; George Bauder, 440.

League standings have shown an appreciable increase since the beginning of the Monitor Top Electric Campaign, due to the impetus given sales by this contest.

M. F. Mahoney, "high commissioner of baseball in Refrigerania," has arranged for the presentation of unusual and valuable prizes to the leading teams in each league at the end of the season. In addition to these prizes, the team winning the championship will be awarded a special trophy at the February convention of the General Electric refrigeration department.

The league standings for the month of October are as follows:

| Atlantic League       |     |
|-----------------------|-----|
| Geo. Patterson        | 480 |
| Nat'l Elect. Supply   | 460 |
| Commonwealth          | 425 |
| Clark Adams           | 425 |
| Hines Co.             | 350 |
| J. C. Burns           | 345 |
| H. & G. Ref.          | 320 |
| Southern Ref.         | 310 |
| W. D. Alexander       | 305 |
| N. K. Ovalle          | 250 |
| Midwestern League     |     |
| R. Cooper             | 430 |
| A. S. Dunning         | 370 |
| M. A. Glueck          | 320 |
| E. H. Schaefer        | 310 |
| Caswell-Stull         | 290 |
| James & Co.           | 275 |
| O. F. Stuefer         | 200 |
| Central League        |     |
| W. N. Hogan           | 430 |
| Elect. Home Appl.     | 415 |
| Hoosier Elect.        | 395 |
| Milnor Ref.           | 375 |
| Elect. Ref. Co.       | 360 |
| Bard-Barger           | 350 |
| Cushman Ref.          | 310 |
| H. G. Bogart          | 285 |
| Willis Co.            | 275 |
| Rocky Mountain League |     |
| F. B. Connelly        | 455 |
| B. K. Sweeney         | 415 |
| W. B. Stringham       | 310 |
| Storz Elect.          | 300 |
| Frank Edwards         | 280 |
| E. O. Cone            | 225 |
| Southwestern League   |     |
| Edmundson Ref.        | 370 |
| Ahrens Ref.           | 305 |
| Alabama Ref.          | 305 |
| A. G. Riddick         | 260 |
| Wright Bros.          | 245 |
| S. C. Griswold        | 225 |
| O'Bannon Bros.        | 165 |
| Pendergraph-Brown     | 140 |
| Pacific Coast League  |     |
| Geo. T. Bauder        | 440 |
| Geo. Belsey           | 395 |
| Valley Elect.         | 395 |
| L. H. Bennett         | 375 |
| The Laidley Co.       | 320 |
| Gordon Prentice       | 305 |
| Metropolitan League   |     |
| Rex Cole              | 525 |
| Erco                  | 410 |
| P. H. Harrison        | 375 |
| Page-Morris           | 360 |
| Modern Home Utilities | 345 |
| Gentsch-Thompson      | 325 |
| Breckenridge          | 305 |
| Newton-Parsons        | 285 |
| Ochiltree Elect.      | 285 |
| Gould-Farmer          | 275 |
| Eastern Service       | 265 |

## Branch Manager



MYLES EWING

## EWING HEADS CLEVELAND BRANCH OF KELVINATOR

DETROIT—Myles Ewing has been appointed manager of the Kelvinator Cleveland branch, according to announcement by Godfred Strelinger, manager of Kelvinator factory branches.

Mr. Ewing has been manager of the Detroit Kelvinator branch, and later manager of Kelvinator branches. He left Kelvinator for awhile, but rejoined the company two years ago, at which time he was assigned to special work. For a time he was in charge of operations at Pittsburgh and Buffalo.

## Catsup Saved; Money Buys Refrigerator

CHICAGO, Ill.—Catsup is paying for one small Westinghouse refrigerator sold to a south side coffee shop, so a story making the rounds of Frank H. Johnson-Son-Crowen, Inc., goes.

Daily the manager mournfully threw away catsup bottles, perhaps only half empty, because their contents spoiled before they could be used.

Daily he brooded on a way to cut down the number of bottles opened, but reached no conclusion. In a small restaurant there is a small selection of food. Roast beef days—"Waiter a bottle catsup," from almost every customer, at the same time.

The small Westinghouse solved his problem, he says. As a storehouse for catsup bottles, it has already saved enough to pay for itself.

## LEADERS ANNOUNCED IN WESTINGHOUSE CONTEST

(Concluded from Page 1, Column 1)

Satter, district 6, of Cleveland, salesman for the Danforth Refrigerator Co., who has 4,400 miles to his credit.

L. S. Snyder, district 7, of Chicago, who has passed the 3,310 mark in the interests of Frank H. Johnson Co.; W. E. Mott, district 8, of Dallas, Tex., representing the Fred R. Gamble Co. with 6,670 miles to his credit; and L. R. Spates, of district 9, Alhambra, Calif., representing the Reubel Electric Co.

The spark of battle flared forth even between cities, and Houston and Dallas, Tex., began a serious contest to see which would send a representative to Mansfield from the southwestern division.

Division standings showed many shake-ups from the last report are, in the order of their standings, as follows: Times Appliance Co., Inc., New York City; A. R. Lindburg Refrigerator Co., St. Louis; Elin Co., Newark, N. J.; La Motte & Callaway, San Diego, Calif.; Danforth Refrigerator Co., Cleveland; Wisconsin Sales & Supply Co., Milwaukee; Frank H. Johnson, Inc., Chicago; Westinghouse Electrical Supply Co., Rochester, N. Y.; Elin Co., Philadelphia, Pa.; Satterlee & Blue, Inc., Kansas City.

Supply bases are coming in for their own rivalry. The New York district stands first, the northeastern (Buffalo) district, second, and the middle Atlantic district (Washington, D. C.), third.

Other supply base standings are Chicago district, fourth; Cleveland district, fifth; Boston district, sixth; Dallas district, seventh; Orlando (Fla.), district, eighth; and Pacific Coast district, ninth.

## KELVINATOR EARNS \$1,761,709

(Concluded from Page 1, Column 5)

net profits, after payment of Dominion income tax of \$143,149. After the payment by the Canadian company of \$46,340, dividend on its preferred stock, and after other surplus accounts adjustments, \$83,218 remained for the common stock, of which \$62,413 was applicable to Kelvinator holdings.

## FRIGIDAIRE PREPARES XMAS SALES PLANS

(Concluded from Page 1, Column 3)

place winner in the national Frigidaire contest to be advertised by radio and newspaper. Ten W-6 models will be given to the next best contestants, and 50 "honorable mention" winners will receive \$50 each. The exact form of the contest will be announced later.

Economy Food Shows, consisting of displays in various grocery stores throughout the city, and special Christmas showings, were given as other plans.

The sales plan centers on the idea that this will probably be a practical Christmas, and that the \$5,600,000, which will be released from Christmas savings accounts in Detroit alone at the end of November, will be spent for something besides trinkets.

The prospect picture, titled "Man to Man," carries out this idea, as does the direct mail series.

Added incentive to the campaign is given by the offering of Christmas bonus awards for sales made between Nov. 23 and Christmas.

Each salesman gets \$5 on every sale of a model from W-3 to W-8, inclusive, and \$10 on every sale of models from W-10 to W-18. Supervisors get a bonus of 75 cents on each sale made by their salesmen in the first classification, and \$1.50 on each sale in the second.

Bonuses on a comparative scale are being offered for other sales, such as those on water coolers, room coolers, etc. No bonuses for discount sales are offered.

A Gift Medallion, sterling silver with the Frigidaire crest and a plain space for the initials of the woman receiving the Frigidaire, was designed to add the touch of personal sentiment attached to Christmas giving.

The meeting was the occasion for the awarding of prizes to Detroit retail men who had reached their third quarter quota. The prize, a cigarette humidor in black and silver, was awarded to the following:

R. M. Coney, G. Haldeman, S. F. Hill, L. E. Keller, C. H. Lewis, John Miller, S. C. Nowak, G. T. Thomas, D. C. Wick, U. S. Gray, and A. C. Wagner. Mr. Wagner was the only dealer among them.

Prizes were also awarded to the winners of the Thanksgiving contest. S. C. Nowak, with 200 per cent of his quota, won a turkey, a platter to put it on, and a set of dishes. Fourteen other prizes were awarded in the contest.

## ELECTROLUX REGIONAL MEN DISCUSS SALES PROMOTION

(Concluded from Page 1, Column 2)

product and the major developments which have taken place within the past year.

Discussions in this group were in charge of R. B. Moore, service promotion manager, and Gene McDonald, school instructor.

Next followed two days on sales promotion under the direction of H. S. Boyle, sales promotion manager, who outlined the general program of field assistance. G. H. Schlatter, in charge of campaigns and sales plans, then covered the extent and scope of factory promotion.

W. A. Rorison, editor of *Electrolux Refrigerator News*, closed the session with a talk on publications and departmental functions.

The last two days of the meeting were devoted to a study of sales quotas, performance, and sales policies for the coming year by Mr. Roach.

## BUREAU EXTENDS CONTEST TO ALL DEALERS

(Concluded from Page 1, Column 4)

use of manufacturers' display material; 3. Use of Electric Refrigeration Bureau tie-ups, such as cut-outs, window stickers, or Christmas magazine advertisement proofs.

4. Attractive appearance and arrangement; 5. Individuality or unique features; 6. Lighting effects and after-dark display.

For interior displays the same points will be considered, except that point No. 6 will be "Accessibility."

## MELHINNY REPORTS BETTER TRADE AMONG TRANSIENTS

(Concluded from Page 1, Column 4)

would admit that business was bad, there was a falling off in passengers carried by taxicabs.

"This seemed to precede any knowledge that there was any appreciable falling off in railroad traffic, hotel business and general travel, which, of course, went with a collapse of business all over the country."

"So I asked the taxicab drivers in the different cities how their business was. All claimed they were carrying more passengers."

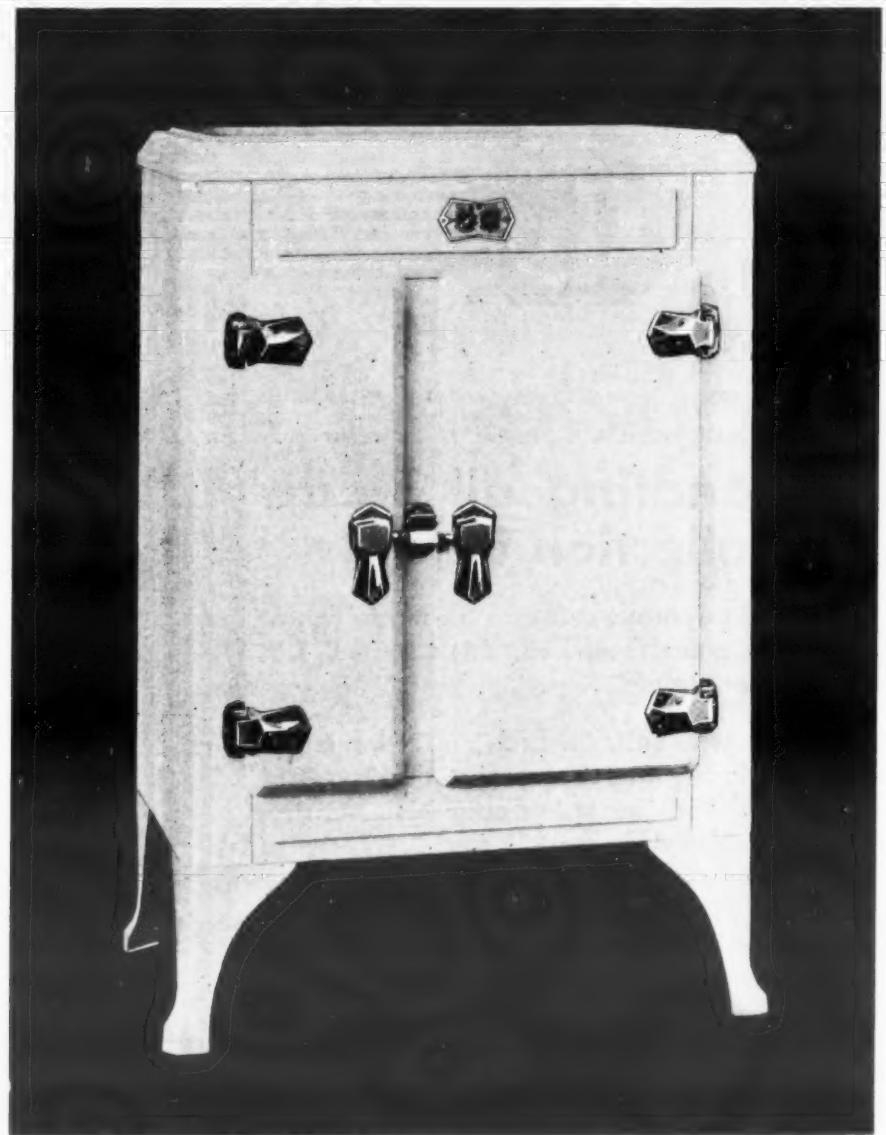
"I asked stewards in the dining cars, and they all claimed they were serving a few more meals on each trip."



# Cold Gold

from

# GIBSON



## Getting Down to "BRASS TACKS"

We believe that without exception Gibson is the most *permanently profitable* line of refrigerators ever presented.

Prove this for yourself! Compare it point by point, with all others and from every angle. A glance will tell you—a demonstration convince you.

Matchless Beauty—"THE MOST BEAUTIFUL REFRIGERATOR IN THE WORLD."

... A grace and charm that is only possible through Gibson **MONOUNIT** construction.

Absolute dependability! The utter simplicity of the **MONOUNIT** means years and years of satisfactory, trouble-free service.

No unessential gadgets, no mere "talking points", no noisy, bothersome belts or complicated mechanism.

Only three moving parts, light, compact and sturdy.

And where else can you find the background and experience of Gibson? It has grown up with the industry . . . over half a century of undivided effort and achievement in household refrigeration.

A name already familiar to millions of homes; a name that means safer, more economical food preservation. Stock the Gibson line!

Write, or wire collect for details. Do it now!

Pour COLD GOLD into your pockets *and keep it there!*

**GIBSON ELECTRIC REFRIGERATOR CORPORATION**  
GREENVILLE MICHIGAN

### FOUR STANDARD MODELS

- L. G. 73—7 cu. ft. capacity
- L. G. 55—5 cu. ft. capacity
- L. G. 40—4 cu. ft. capacity
- L. G. 30—3 cu. ft. capacity

**50**  
YEARS REFRIGERATION EXPERIENCE  
OVER 3 MILLION SATISFIED USERS



## ENGINEER'S ANALYSIS PRECEDES SALES TALK

PHILADELPHIA — An engineering survey and analysis always precedes the salesman's talk in the procedure followed by the commercial division of the Kelvinator Sales Corp. of this city.

The outline of the sales method for commercial jobs as set forth by Joseph M. Hoey, commercial sales manager, and R. R. Gregory, Kelvinator Corp. engineer, is as follows:

1. The salesman calls on the prospect at his place of business and makes a survey, which includes measuring the box for charging equipment and installation; ascertaining whether it is adequate, or, if an additional case is needed, what particular type.

2. The salesman submits his findings, including the condition of the prospect's present installation, to the engineering department.

3. An engineer then follows up the salesman's call on the prospect and carefully checks up on the figures already submitted to the engineering department by the salesman.

4. The engineer then returns to his department and makes an estimate of the prospect's operating cost as at present constituted, with ice, plus shrinkage, plus trim, plus spoilage, as against the operating cost of complete installation of electric refrigeration for his needs, plus savings, plus sanitation.

5. The written proposal, over the signature of the engineer, is presented to the prospect for his approval, within five days. His business has been completely analyzed and he has received the benefit of observations by trained engineers.

### MAJESTIC SHOWN

INDEPENDENCE, Mo.—In connection with the annual fall festival held here in the Latter Day Saints auditorium, an industrial exhibit contained Majestic refrigerators and radios.

## Mayflowers in Washington



William F. White, James V. Burke, Reuben Acton, and George F. De Franceaux of the F. P. May Hardware Co., sell refrigerators to the nation's officialdom.

### WINNER OF PACIFIC COAST CONTEST IS ANNOUNCED

SAN FRANCISCO, Calif.—Mrs. W. R. Barnes of Seattle, Wash., was the winner of the Electrolux gas refrigerator offered as first prize in the contest which featured the summer edition of *Easier Housekeeping*, sponsored by the Pacific Coast Gas Association with headquarters at 447 Sutter St.

The refrigerator was installed by the Seattle Gas Co.

### Garage Outlet

PULLMAN, Wash.—Berger's Garage has recently been appointed Pullman agent for Norge electric refrigerators, and is introducing the refrigerators to this section of the country with a newspaper advertising campaign.

### WILMINGTON FIRM NAMED DISTRIBUTOR FOR M. & E.

PHILADELPHIA—Merchant & Evans Co. recently added Pierce & Co., plumbing supply house of Wilmington, Del., to its list of distributors, of which it now has 15. Pierce & Co. will cover the Delaware territory, supplying dealers.

Merchant & Evans has abandoned its former plan of dealing direct with an organization of dealers and has turned over retail transactions to Stern & Co. of this city, one of the largest furniture, carpet and general housewares installment concerns in the country, which thus far this year has made close to 700 complete installations.

### KELVINATOR DEALER MOVES

MOBILE, Ala.—The Kelvinator-Mobile Co. has taken up a new location at St. Louis and Bayou Sts.

## EQUIPMENT FOR HOME GOOD BUSINESS FIELD

NEW YORK CITY—The furnishing and equipping of homes has become the most important line of business in the United States, according to a report made by Ernst & Ernst, auditing firm, after a study of the manufacturers' census of 1929.

Diversity of home equipment products makes it impossible to consider them under the head of a single industry, but in the aggregate they total between four and five billion dollars annually in value.

"Demand may vary from year to year," says the report, "but on the long pull the home equipment lines represent a tremendous back-log whose importance must not be overlooked merely because they are not organized as a single group."

Furniture led the group with a total value in 1929 of \$659,000,000. Wool carpets and rugs were next with a value of \$174,000,000.

"A clear trend toward home improvements with labor saving devices," the report states, "was indicated in the \$76,900,000 that went for electrical goods and the \$19,100,000 that went for domestic oil burners."

"It was to be expected that during the depressed conditions of 1930 and 1931 some of these industries would suffer."

"This generally was true, yet mechanical refrigerators, oil burners and a few others registered gains during that period."

This indicates to the writers of the report that industry is beginning to adapt itself to the change in conditions arising from the decline in rate of population growth. The standard of living is rising.

It was noted that the consumption of home equipment goods is affected by population trends and indications are that the population of the United States will become stationary by 1950.

This means that a compensating change may be necessary in the design, sales, advertising, and possibly the production methods of home equipment industries, the auditors believe. As the rate of population increase declines the average age of the people making up the population increases.

Consequently, the report concludes, sales appeals must be addressed to older people, generally better buyers, to whom value is probably more important than appearance or ingenuity of design.

"The time seems near," the report says, "when established methods and products will be forced to prove their real worth."

### SALES CONTEST WINNERS VISIT COPELAND PLANT

MT. CLEMENS, Mich.—V. J. Coughenour, who with his Radio Electric Store, Springfield, Ohio, won first prize for distributors in the recent Copeland sales contest, visited the Copeland factory, Nov. 11. With him was Carl W. Windel of the sales department of the same organization, who won first prize for salesmen in the Copeland contest.

"Our fall business," said Mr. Coughenour, "is a little more than double that of a year ago. We have handled Copeland for three successive years now, and our business has doubled each year."

"We operate both a radio and refrigeration business, and from our experience can say that refrigeration is an excellent combination with radio when properly merchandised."

### SMALL AD BRINGS THREE BUYERS BEFORE NOON

LOUISVILLE, Ky.—An eight-by-eight-inch ad, inserted in the morning papers recently by Tafel-Williams Co., Westinghouse dealer, sold three boxes before noon.

This advertising is used to initiate a campaign for winter buying, with the old ice box as a down payment and 25 cents a day on time payments.

Tafel-Williams is also putting refrigerators in homes for demonstration. A week's trial is allowed. According to Tom Mason, manager of the refrigerator department of the company, 35 boxes have been sold out of 37 used for demonstration.

### UTILITY CO. NAMES LEVER REFRIGERATION MANAGER

ATLANTA, Ga.—Harry Lever has been made general manager of the refrigerator and radio department of the Capital Electric Co. of this city, Majestic distributor in Georgia, Alabama, and Tennessee.

Mr. Lever is the former president of the Southern Hardware & Bicycle Co., Jacksonville, Fla., distributor of Majestic refrigerators and radios in that state. He was connected with the Jacksonville firm for 20 years.

### McCOY'S, INC., CELEBRATES SILVER ANNIVERSARY

WATERBURY, Conn.—McCoy's, Inc., dealer in Majestic and Copeland electric refrigerators here, is celebrating its silver anniversary. The company was formed 25 years ago as a music concern. It now has stores also in Torrington and Hartford.



## LET OUR OFFICE BE YOUR OFFICE for handling all credit and collection detail!

A deferred payment sale can be made to net as much as a cash sale. Here is where C. I. T. is an invaluable aid.

The dealer who sells on the C. I. T. Plan is not only certain he has the correct markup, but certain also that he is keeping his financing overhead at rock-bottom. The C. I. T. Office nearest you will take over full responsibility for the credit, collection, and other instalment detail which experience proves can be handled most efficiently and most economically by specialists.

Apart from the physical burden it relieves you of, C. I. T. Service provides a new source of funds that will enable you to keep your own capital liquid... ready for instant use as profitable opportunities occur.

C. I. T. Financing Plans are available to dealers in all approved makes of mechanical refrigerators. Our large volume of business keeps our rates consistently low. And our reputation for dependability has been earned by more than two decades of conscientious service.

## C.I.T. CORPORATION

ONE PARK AVENUE, NEW YORK

A Unit of

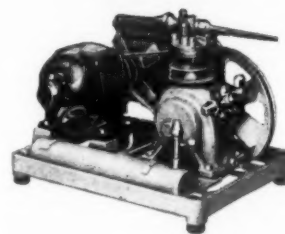
COMMERCIAL INVESTMENT TRUST CORPORATION  
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### THESE C. I. T. LOCAL OFFICES WILL WELCOME YOUR INQUIRY

Abilene ~ Akron ~ Albany ~ Altoona ~ Amarillo  
Asbury Park ~ Asheville ~ Atlanta ~ Augusta ~ Austin  
Baltimore ~ Bay Shore ~ Beaumont ~ Beckley ~ Binghamton  
Birmingham ~ Bloomington ~ Bluefield ~ Boston  
Bronx ~ Brooklyn ~ Buffalo ~ Butte ~ Camden ~ Charleston  
Charlotte ~ Chicago ~ Cincinnati ~ Clarksburg ~ Cleveland  
Columbia ~ Columbus ~ Dallas ~ Davenport ~ Dayton ~ Denver  
Des Moines ~ Detroit ~ El Paso ~ Erie ~ Florence ~ Fort Wayne  
Fort Worth ~ Fresno ~ Glens Falls ~ Grand Rapids ~ Green Bay  
Greensboro ~ Greenville ~ Hagerstown ~ Harrisburg  
Hartford ~ Hempstead ~ Hickory ~ Houston ~ Huntington  
Indianapolis ~ Jackson ~ Jacksonville ~ Jamaica ~ Jamestown  
Jersey City ~ Johnson City ~ Kansas City ~ Kenosha ~ Knoxville  
Lansing ~ Lexington ~ Lincoln ~ Little Rock ~ Los Angeles  
Louisville ~ Manchester ~ Memphis ~ Miami ~ Milwaukee  
Minneapolis ~ Montgomery ~ Montpelier ~ Mt. Vernon  
Nashville ~ Newark ~ New Haven ~ New Orleans  
New York ~ Norfolk ~ Oklahoma City ~ Omaha ~ Orlando  
Owensboro ~ Perth Amboy ~ Philadelphia ~ Phoenix  
Pittsburgh ~ Portland, Me. ~ Portland, Ore. ~ Poughkeepsie  
Providence ~ Raleigh ~ Reading ~ Reno ~ Richmond  
Roanoke ~ Rochester ~ Sacramento ~ St. George ~ St. Louis  
Salt Lake City ~ San Antonio ~ San Diego ~ San Francisco  
San Jose ~ Seattle ~ Sioux Falls ~ South Bend ~ Spokane  
Springfield ~ Spring Valley ~ Stockton ~ Syracuse ~ Tampa  
Toledo ~ Tucson ~ Tulsa ~ Utica ~ Washington ~ Watertown  
Wheeling ~ White Plains ~ Wichita ~ Wilkes-Barre  
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PHILADELPHIA, PA.



Each of these photographs is magnified 37½ diameters.

This photo-micrograph shows a cross-section of a sealing paper reputed to be the best waterproof paper made. It is supplied with an infusion of asphalt on both sides. Water vapor readily passes through it.

This is the special sealing paper made by Dry-Zero in which each slab of insulation is wrapped. Its surface is perfectly smooth and it gives the most perfect moisture seal known. It will neither crack at zero nor flow at 110 degrees.

This cross-section shown through the microscope is a standard duplex kraft sealing paper. The asphalt is sandwiched between two layers of paper. It offers far insufficient barrier to water vapor.



Each slab of Dry-Zero—a closed carton containing Ceiba fibre—is completely wrapped and fully sealed in this asphalt coated paper.



This asphalt coated paper—Dry-Zero's own exacting formula—and fresh from the melting pot, gives the best moisture seal known.

## Moisture---The Thief of Permanent Value

The permanence of the value of any electric refrigerator depends on the completeness of the cabinet's seal against humidity entering its walls—AND the resistance the insulation offers to the absorption of moisture.

There is no perfect seal against water vapor entering the walls of the refrigerator.

The photomicrographs above show two of the best waterproof sealing papers on the market. The microscope shows them to be little better than sieves for keeping out water vapor. Refrigerators in which no better sealing protection is given will inevitably develop trouble from moisture absorption.

Dry-Zero Pliable Slab insulation supplies protection to a degree far beyond any other material. A special asphalt developed by Dry-Zero is rolled onto heavy Kraft paper under heat and pressure, giving the appearance of sheet glass with a perfectly smooth surface even under the microscope. The resultant sealing paper is shown by the center photomicrograph above. It gives to Dry-Zero the most nearly perfect vapor seal known. Each Dry-Zero Slab is carefully wrapped and completely sealed.

The electric refrigerator that is insulated with Dry-Zero Pliable Slab, has this remarkable protection contributing to its permanent value.

In addition to this, Dry-Zero insulated refrigerators are further protected by the moisture repellent nature of the insulation itself. Tests at Armour Institute by Professor Peebles showed moisture absorption by Dry-Zero to be 8.8 grams whereas four other leading insulants showed respectively 27.3, 73.7, 78.8, and 108.6 grams.

Eventual disaster to an electric refrigerator can only be avoided by conforming to the inevitable laws of Nature. Moisture repellent Dry-Zero insulation further protected by the extraordinary Dry-Zero vapor seal, unique in the refrigerator field today, guarantees the permanence of the value of the Dry-Zero insulated electric refrigerator.

**DRY-ZERO CORPORATION**  
Merchandise Mart - Chicago, Illinois  
Canadian Office - 465 Parliament Street, Toronto

**DRY-ZERO**

THE MOST EFFICIENT COMMERCIAL INSULANT KNOWN



## ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by

BUSINESS NEWS PUBLISHING CO.

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### Education for Salesmen

**E**MPHASIS today is being laid upon canvassing. The industry is making a final dash down the home stretch toward its goal of one million refrigerators to be sold in 1931, and sales managers are presumably working on the theory that this clean-up drive should be carried to every reachable spot where food is kept.

That this "get-the-business-today" policy is rooted in wisdom is indicated by the results obtained in isolated dealerships last year. An electric refrigerator does make an excellent Christmas gift for all the family, and dealers who played this idea for all it was worth in 1930 boosted their year's sales totals handsomely. This year everybody seems to be on the Christmas clean-up bandwagon, and the combined results should carry the industry over the top.

But what next? A new set of contests? Continuation of the pell-mell chase for high winter sales volumes? Some sales managers are undoubtedly thinking along these lines. Others are making preparations to give their men a "breather," hoping that while recuperating their salesmen will learn more about the business of selling.

### Sales Schools

Sales schools undoubtedly are helpful. Records of some of the leading organizations show that salesmen who have taken the correspondence courses offered by these companies rank, on the whole, considerably higher than those who have not registered for these lessons. Distributors who have conducted intensive sales schools and who have checked the results seem thoroughly sold on the idea.

Inasmuch as the period immediately following Christmas appears to be one of the most logical breathing spells in the refrigeration year, many manufacturers and distributors are getting set to hold formal sales schools at that time.

And it seems reasonable to presume that an industry which has been driving at such strenuous gait all year could well afford to hang out a shingle in January declaring that "this business is temporarily closed for repairs, inventory, sound planning, and education of employees."

### Self-education

Those who hold that the pace should continue through January and February right up into the so-called "natural" selling period without missing a step believe that well-chosen salesmen will educate themselves in the very process of seeing a dozen or two dozen prospects every day and feeling their way toward a personal sales technique.

And this group of sales managers is undoubtedly right. The best and surest way of education is self-education, doing the job. It may also be the slowest method.

Many things have been learned about specialty salesmanship which may be transmitted to others visually, orally, and by means of the printed word. And if this transmission of ideas and transplanting of methods and attitudes can be accomplished without too great a strain, it is worth the effort because of the time it may save a salesman who is fumbling his way to an understanding of just how it's done.

In other words, if refrigeration salesmen are

turned loose into a territory with a fair amount of preliminary instruction, it is reasonable to expect that in the course of time they will become good order-getters—provided that they were good material in the first place.

But if the preliminary instruction is augmented from time to time with further training, and if they are continually—or intermittently—exposed to the ideas of other successful salesmen, their period of apprenticeship may be cut short. And they will likely be better salesmen than those who started in the game earlier but have not had the advantage of continued training and instruction.

### Oral vs. Printed Word

Visualization is one of the first educational principles of specialty selling organizations which take their cue from the Patterson system. Executives brought up on these ideas are strong for formal schools, with stages, orators, playlets, demonstrations, and all the trimmings necessary to show salesmen what to do and when.

More and more, however, sales managers are coming to rely upon the printed word for the transmission of their ideas to their sales forces.

The expense of bringing salesmen to headquarters from widely scattered bases of operation is continually questioned by treasurers, and because of the pressure brought to bear upon them to reduce sales costs, sales executives of the industry have been experimenting with printed messages this year more extensively than ever before.

### Assimilating New Ideas

Whatever the method used, there is much evidence to support the notion that salesmen's ideas can stand a thorough renovation and overhauling periodically. The use of new sales tools must be taught, and the lessons learned from further experience must be assimilated. There is also the crop of supposedly brand new ideas to be discussed.

And since many organizations are still trying to find out how to use the extraordinarily economical method of educating their salesmen via printed messages, it is entirely likely to suppose that the end of the current Christmas sales season will be followed by a series of sales conventions, meetings, and schools. Already many dates on the January, 1932, calendar have been circled for that purpose.

## GLEANINGS FROM RECENT PERIODICALS

### Undersized Refrigeration

**N**EXT to getting a refrigerator that is well made, the most important thing to consider is size. It is not only inconvenient to have an undersized refrigerator, but overloading a box raises the temperature and interferes with proper air circulation.

While there are no hard and fast rules that can be set down for everyone to follow, there are certain factors governing this matter of correct size that should be remembered by every refrigerator purchaser.

The habits of the family are what determine the size of the refrigerator even more than the number of individuals in the family. This makes it impossible to say, therefore, that a certain size box is suitable for a family of five any more than it is possible to pick out a particular house and call its dimensions just right for five people.

Take, for instance, the Miller's family—a typical one of five members, including three grown-ups and two children. There is a lot of entertaining done in their house and the refrigerator is always stocked with a great variety of food besides all the milk and plainer dishes for the children. A 10-cu. ft. box, which is usually just about right for families of five, is quite a bit too small for the Millers, and yet their neighbors (five in family, also) down the street get along quite nicely with a refrigerator that has only 8 cu. ft. of space.

The whole difference is that this latter household is made up entirely of adults and it is a house where there are few visitors and very simple eating habits are the custom. So it is obvious that it is the household's habits, quite as much as size, that determines how big the refrigerator has to be.

Then, too, locality has a good deal to do with it. People living in the city near the stores find it convenient to buy smaller quantities more frequently and their refrigerators do not have the strain put upon them that is the case where a refrigerator is used in the country or smaller communities. That is why you often see a city household of fair size that can get along with a 4- or 6-cu. ft. box. Often, however, it is not out of preference that such a small box is used but simply because apartment quarters will not permit a more spacious refrigerator.

This matter of space in the kitchen is something that frequently enters into the selection of a refrigerator. When there is just one particular place where the refrigerator can be stored, there is nothing to do but get a box that will fit in that space.—*Popular Science Monthly*.

## An Editor on Wheels

Stories of interesting PLACES in the Refrigeration Industry

By GEORGE F. TAUBENECK

### Champaign-Urbana, Ill.

Ellis Parker Butler says that sometimes he wishes he never had written "Pigs Is Pigs." His name is tied so consistently and solely with the title of his best-known funnybook that most people don't know that he has written other books, he claims.

Possibly there are times when citizens of Champaign and Urbana, Illinois, have a feeling akin to that of humorist Butler. Invariably people link these Twin Cities with the University of Illinois which they harbor. Few seem to know that anything else exists in these two prairie cities.

True, the student body of the university outnumbers the permanent resident population of Urbana—there are some 11,000 students as compared with 10,000 Urbana citizens. The combined population of the Twin Cities, however, runs close to 40,000. Champaign is three times the size of Urbana.

True again, the 90 Urbana citizens listed in Who's Who are chiefly members of the University of Illinois faculty.

But of the old traditions and the old families, of the fertile surrounding agricultural district, of the beautiful homes and the lovely, peaceful streets, the average person who arrives to see a football game knows little or nothing.

Pioneer families, who came to Urbana in the 1830's, still flourish there. They give the town lineage, caste, substantiality.

They also contribute to its conservatism, which is fostered by the academic portion of the population.

(The profs must be conservative to hold their jobs under the regime of a legislature which is downstate controlled.)

Sophistication engendered by these old "first families" in cahoots with the intellectual aristocracy provided by the professional population is in marked contrast with the rurality of the downtown business district, which caters to the farmer trade.

On Saturday nights downtown Urbana is cluttered and clustered with gingham-and-blue-denim groups fresh from the cornfields and the dairy barns.

John Farmer and his wife have come to town to "visit" and gossip and trade.

Erudition? Heh. They're grappling with something far more fundamental than parlor polish and the foreign situation. They produce food.

In summer the two towns wear an abandoned, "gone for the weekend, be back Monday noon" air. The general exodus of the students leaves Champaign-Urbana like a balloon tire riding on 10 pounds of air.

Not only the students, but the faculty are gone. The latter are off to Europe, to summer teaching jobs in other schools, to hideaways where they can write books.

Following the students and the learned profs out of town are scads of small restaurateurs and other caterers to the student trade, which business folds up when June comes.

Like the bear, Champaign-Urbana has a period of hibernation—except that the Twin Cities do their Rip Van Winkle in summer, whereas the bear takes his extended snooze in the winter.

Many of Champaign-Urbana's citizens are transient (exclusive of students), if one thinks a stay of from four to seven years would come under that term.

The learned doctors (educational, not medical) come and go. So, too, do families who move to town to educate their children economically.

When the eldest offspring is ready for college, the entire family moves to the Twin Cities and stays until the youngest gets a diploma. Real estate turnover is unusually frequent.

Yet in spite of this shifting of students and faculty men and ambitious families, Champaign-Urbana retains an appearance of stability and solidity.

The town of Urbana has been built for the ages. North of Green St. and east of Race St. are the houses of the pioneers and the sub-pioneers, the 15-room old brick mansions with tree-laden lawns and hitching posts.

On the other side of this division are the homes of students, faculty members, and those who aid and abet them. They are well-built

homes, often architecturally striking.

In one double block of this section, for instance, 21 houses appear. Only six of these are owned by families not connected directly with the university, and even these six have their scholastic moments.

The sextette includes a doctor, a lawyer, a detective, a publisher's representative, a retired farmer, and a widow who is putting two sons through the university.

The remainder of the block is occupied by a professor of engineering, an authority on dairy cattle, an author of books on marketing, a psychologist, an expert on the idiosyncrasies of bees, a professor of history, and a Rhodes scholar.

These people live well, but not extravagantly. Rather than to automobiles and radios their expenditures run to books and pictures and tapestries and oriental rugs. Nobody seems rich; nobody seems poor.

Champaign is the opportunist. Hustling business men live on and beyond the side of Wright St., which is Champaign, and they are cut to collect the dollars brought to town annually by the 11,000 students.

Its bright and busy district of shops and stores get most of the trade from both students and townspeople. Urbana shopkeepers are content to serve the farmers.

Homes are not so distinguished in Champaign, which is much like any other mid-prairie town of its size. No aristocracy, no common level of wealth. Rich people, middle classers, poor folk.

Old inhabitants of Urbana tell a story to the effect that when the Illinois Central railroad was constructing its tight-of-way, it wanted to buy some property belonging to one of the Urbana pioneer families.

A woman happened to own it. She held out for a high price. Time passed, and she continued to hang on to her original quotation.

I. C. executives decided they could get along without her cow-pasture, and ran the tracks about a mile outside of the city limits of Urbana.

Henceforth, there was a Champaign.

Rapidly this upstart sprang up and spread along the tracks. Soon it grew eastward far enough to adjoin Urbana.

The older town kept her skirts clear, however, and the entrepreneur spirit which prevades Champaign never crossed the line.

Urbana still sticks to her culture, to her aristocracy. Champaign residents are still intent on growing, on making money.

And though only a narrow street separates them, it appears that never the twain shall meet or commingle.

The university can be found in both cities.

Most of the school buildings—administration, Liberal Arts and Sciences, Agriculture, Music, Law, Engineering—are in Urbana.

Commerce (logically), the gigantic Memorial Stadium, Architecture, and most of the fraternity and sorority houses are in Champaign.

The Library is in both.

Bewildering is the array of domiciles which house the fraternal orders (from 30 to 50 members live in each house).

New ones are now springing up in Urbana, especially in a real estate development at the far southern end of town.

Urbana has a charm which is hard to duplicate.

Among the component parts of this charm are the substantial homes, the beautifully shaded streets and the landscaped lawns, the habit of turning out all the lights on moonlight nights, the perpetual peace and quiet for which the inhabitants fight so assiduously, and the simple dignity of the residents.

It is primarily a city of homes, a haven for people of culture and unadorned habits. No blare, no fuss, no feathers, no perfumes. But weight, strength, age, unostentatious sophistication.



## SALESMEN'S SCHOOL IS HELD BY DEALER

ABILENE, Tex.—Tested sales policies and thorough training of all members of the organization have brought results in the refrigerator selling campaigns which have been carried out by the Lion Hardware Co.

Believing that the formula of a sound policy and efficient salesmen is one that will sell refrigerators, a great deal of attention is given to the training of those who will be in a position to sell refrigerators, according to Gilbert A. Pachacek, president and manager of the Lion Hardware Co.

"We have been holding regular sales schools every week for the last eight months," Mr. Pachacek states. "Factory representatives speak on their product before the entire organization, and often show motion pictures that draw out selling points."

"Before we will take on any line or any model the factory must sell our crew on it and show them how to sell it."

"As a result of this sort of training when an emergency arises where no regular salesmen are around to wait on a customer, any man or woman in the house can step down and make the sales. Every man in the organization from the manager to the bookkeeper is able to step on the floor of the store and make an intelligent sales talk on any refrigerator we have for sale."

Seven regular salesmen are employed, according to Mr. Pachacek, each working on a drawing account of \$25 a week, which is charged to their commissions.

"If a salesman cannot make his drawing account or more, we have no use for him in our organization," says Mr. Pachacek.

### Using Home Movies

The refrigerator sales organization is finding the home motion picture projector valuable in promoting sales, the manager states. Another sales promotion stunt that is turning over sales for the Lion Hardware Co. is the boosters club formed among the users.

A letter outlining the club idea is sent out to each user, together with a return card. The club members turn in the names of their friends or acquaintances who might be interested in owning a machine. If a sale is made a bonus of \$2 is paid the club member who furnished the lead. A grand prize of a set of China is given the one furnishing the most leads in a season.

"We stimulate the salesmen occasionally by holding a contest with prizes either in cash or merchandise," Pachacek says. "A 'booby' prize—a worn flat tire—is given to the low man."

"We keep a complete record of every sale, including the name of the purchaser, the make and description of the refrigerator, the cost price and selling price, commission paid and profit made. If a trade is involved this is deducted from the profit account until it has been sold, then the net is figured out."

The Lion Hardware Co. has an aversion to repossessions, so they have put some thought and effort on working out a system of looking into the prospect's credit rating before getting too deeply into their sales arguments.

### Prospect's Credit Investigated

"The first thing a salesman does upon receiving the name of a prospect is to turn the name over to our credit department for an okay," explains Mr. Pachacek. "We are members of the Retail Merchants Association, which can furnish us with a good deal of the information which we desire, and in addition, we keep in close touch with the chattel mortgage register at the court house."

"People often burden themselves beyond their ability to pay, and unless we kept in touch with chattel mortgage records, we would not know this until too late."

"If a man's credit rating is not good, no demonstration is made even though one has been promised. The salesman evades the issue by saying that no machine is available right then."

"This avoids unpleasantness and paves the way, if the customers' credit rating improves, to go back after him once more, with a chance for a sale. If the rating is given an okay the refrigerator goes out on demonstration."

"Our ordinary partial payment plan is 25 per cent down and 18 months to pay. It has been our experience that a quarter paid down is enough to take care of model changes, price decline, and to keep us in the clear if we ever have to repossess."

"The second missed payment is followed by repossession . . . that is our rule. One man in our store handles credits and collections and it is he who, when the customer misses the second payment, calls on the delinquent and tells him he either must pay up or the refrigerator will be repossessed."

### DEC. 9 DEADLINE FOR BIDS

WASHINGTON, D. C.—The Treasury Department of the United States of America, Washington, D. C., will take bids until Dec. 9 for the installation of electric water coolers in the new post office building under construction at Springfield, Mass., it has been announced.

## Model Ice-O-Matic Installation Is Completed

LOS ANGELES—One of the most complete residential installations of its kind in Los Angeles was recently completed by Fey & Krause, Ice-O-Matic distributor in southern California, in the new Beverly Hills home of Al Santell, motion picture director. The installation includes three individual refrigerators and an ice maker with an Ice-O-matic compressor in the basement.

The boxes, a B-19, located in the kitchen, a WL-5 also in the kitchen, and another WL-5 in the service room, all operate off an air and water-cooled HP compressor in the basement. An LP-4 ice maker is located in the service room.

Fey & Krause has also recently completed installing 27 units in the Daytona apartments at Long Beach. According to the local representatives the past summer and early fall have shown an increase of 25 per cent over anticipated sales. Ice-O-Matic now has 62 dealers in southern California.

## UTILITY CO. PROMOTES DEALER COOPERATION

NEW ORLEANS, La.—The plan of the New Orleans Public Service, Inc., for promoting all brands of refrigerators, instituted in April, 1930, is culminating a second year of success with the current New Orleans electric refrigeration show which is being publicized in the newspapers, on billboards, and on the street cars.

Previous to the spring of 1930 the utility company had handled one make of refrigerator only. It was felt on the part of the management of the company that it would be more to the company's advantage to work out a co-operative plan so that it might assist all distributors by advertising all makes of refrigerators and giving each distributor an opportunity to use the sales floor for display purposes.

A plan was achieved whereby the utility company was to run educational and merchandising advertising in the daily newspapers regularly featuring the value of mechanical refrigeration, one particular make being featured in each advertisement, although all of the different makes were to be mentioned.

The refrigerator that was being advertised was then featured on the display floor.

This year one more step was taken in the cooperative plan. While contacts had been established with the mechanical refrigeration distributors, no effort had been made to reach the dealers personally.

To achieve this result and to give added zest to the fall campaign, a banquet was staged which was attended by 250 dealers, distributors, and utility executives.

## THERMOMETER CAMPAIGN TO AID SALES THIS WINTER

BALTIMORE—A home demonstration thermometer campaign to increase Norge electric refrigeration sales has been inaugurated by Columbia Wholesalers, Inc., Norge distributor in this area, according to L. L. Andrews, president of the concern.

For this campaign all sales representatives are being equipped with special demonstration thermometers. These can be placed conveniently on top of the prospect's kitchen cabinet or present ice box.

Sales representatives are further fortified with a photostatic copy of a letter from a local physician in which the doctor emphasizes the importance of winter refrigeration.

After explaining his mission to the housewife the sales representative leaves one of the thermometers with the understanding that he will return in a few days for it. This will give him a second entree into the home.

### SPECIALTY SERVICE CORP. OPENS BRANCH OFFICE

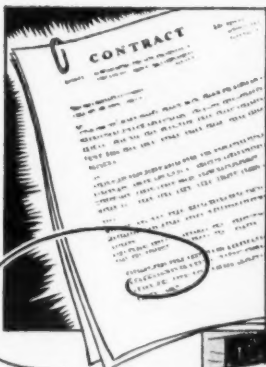
BROOKLYN—The Specialty Service Corp., 651 Atlantic Ave., distributor of Majestic radios and refrigerators here, and on Long Island, has opened a service branch at Hempstead, L. I. Joe Costello is in charge.

Mr. Costello's refrigeration department will be supervised by George Krug, and the radio department by Charles Clare.

Hempstead is located in Nassau County, Long Island, some 25 miles from the base service station in Brooklyn.

### DR. ALLISON SPEAKS BEFORE MILWAUKEE BUREAU

MILWAUKEE, Wis.—An address on the subject of food preservation by Dr. G. W. Allison, field manager of the Electric Refrigeration Bureau, was a feature of the Electric Refrigeration Show's session Nov. 18. The show was sponsored by the Milwaukee Electrical League.



"... to be delivered on Feb. 15..."

## WHY BE HANDICAPPED BY DELAYED CABINET DELIVERIES?



HERE



## Delivery Dates

ARE ALWAYS MET

There are no expensive waits . . . no hurried telegrams . . . when refrigerator cabinets are ordered from us. Here, delivery dates *have got to be met*. Your cabinets are always in your plant when you need them.

Two factors make this promise—and this promptness—possible; one of the largest and most modern refrigerator cabinet factories in the industry and a staff of carefully trained and experienced engineers. The plant is geared to high speed as well as quality production. Our engineers understand the construction of cabinets as well as their design.

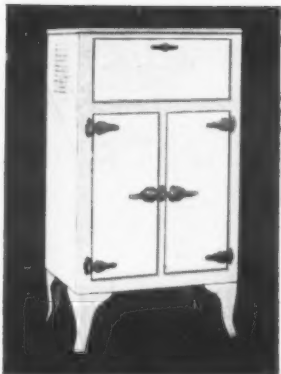
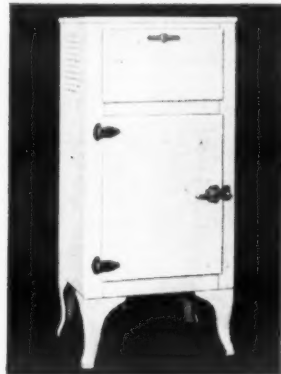
Certainly we will welcome the opportunity to discuss your problems with you—whether your needs are large or small—without obligation. Write, wire or telephone:

Refrigerator Division

TENNESSEE FURNITURE CORPORATION  
CHATTANOOGA, TENNESSEE



DISTRIBUTORSHIPS are now open for the complete CAVALIER Electric Refrigerator. Because of its simplicity and reliability, the CAVALIER is proving unusually popular with dealers who do not wish to establish elaborate service departments. Write for full details.



Any type or style of household refrigerator cabinet can be manufactured in our modern plant—either to your own specifications or to specifications arrived at after conference with our engineers.



## Announcement

of interest to

# 1932 Refrigeration Directory Advertisers and Users

The closing date of final forms for the 1932 REFRIGERATION DIRECTORY has been extended to Jan. 12, 1932. It has been necessary to allow this additional time for the collection of statistical data which will not be available until the close of the year and also to permit the preparation of other new features to be included in the DIRECTORY.

We also announce a special pre-publication price for copies of the 1932 REFRIGERATION DIRECTORY. Orders will be accepted up to the day of going to press.

At what they consider the psychological time, Brown's salesmen go to each of these prospects with the suggestion that the order be given for a Christmas morning delivery, presenting both sentimental and logical reasons for such an order.

## THINKS XMAS ORDERS AS EASY AS SPRING'S

COLUMBUS, Ga.—Orders for electric refrigerators may be obtained as readily and in as large a volume in December as in June, July or August, by the salesman who keeps hammering on the idea that an electric refrigerator is the ideal Christmas gift, the organization of the Brown Electric Co., here, has demonstrated.

This company has been working for several years on the refrigerator-for-Christmas idea, and December sales have run along with the so-called "peak" months each year. For the last two or three years, sales for Christmas gifts have numbered from 35 to 40 each December.

One of the best prospects for the Christmas sale, asserts John Brown, who heads the company which bears his name, is the prospect uncovered in the autumn who has the "I'll wait until spring" standoff.

They keep hammering on the idea, making frequent personal and telephone calls, and keeping up a steady flow of direct mail to help put over the idea that a refrigerator is the ideal Christmas gift.

As a special inducement for Christmas buying, the purchaser is allowed to make a cash payment of \$40 for a unit of average size, with no further payments until spring.

"The salesman has the argument that the cash payment is less than the average man spends on Christmas gifts to his family, and has a maximum of usefulness," Mr. Brown states.

Mr. Brown's sales methods (they must be good for he sold \$150,000 worth of refrigerators himself one year), have ironed out the sales curve and balanced the salesman's conditions over the yearly period, but a problem remained as to keeping the service men busy over a 12 months' employment period. Many of the sales closed in the fall and winter months, particularly commercial sales, are for spring installation.

The slack is taken up in part through an annual inspection of every refrigerator sold by Mr. Brown in the Columbus territory at any time in the past. The inspection, of course, is arranged as best fits in with the service men's work.

Mr. Brown is a strong believer in utilizing display room facilities, and in keeping a complete stock on hand. It is his opinion that to be able to tell a prospect that he can have his refrigerator that very day if he wants it is a way of smoothing the path for a sale.

## DEPARTMENT STORE HANDLES FRIGIDAIRE LINE

PROVIDENCE, R. I.—The Outlet Co., one of the largest local department stores, has taken over the Frigidaire line through the local distributor, Frigidaire Sales Corp. of New England.

The company introduced its new line with a window display featuring the meter-ice plan.

Two other local companies, the C. & K. Electric Co., handling the Westinghouse, and the Belcher & Loomis Hardware Co., with the Mayflower, are advertising a 25-cents-a-day plan.

## NEW SALESMEN APPOINTED BY CUSHMAN

CLEVELAND—In enlarging the sales organization, the following new salesmen have been added by the Cushman Refrigeration Co., northern Ohio General Electric refrigerator distributor: R. B. Wheeler, D. D. Cherney, J. T. Abrams, J. W. Sheehan, C. W. Henderson.

## KELVINATOR SALES UP 57.8% IN BROCKTON, MASS.

BROCKTON, Mass.—Sale of Kelvinator electric refrigerators by the Edison Electric Illuminating Co. are 128.4 per cent of the yearly quota and 57.8 per cent above the total sales for 1930.

This record was established on Oct. 22 by the refrigeration division of the utility which is headed by Harry Smith.

## FORMER BOHN EXECUTIVE HANDLING MEDICINE

NEW YORK CITY—T. I. Elliott, former vice president and for twenty-five years general manager of the division of the Bohn Refrigerator Co., has left that company and has now taken over the distributorship of Von's Pink Stomach Tablets for the eastern territory.

## AKRON, O., HARDWARE DEALER NEW MAYFLOWER OUTLET

AKRON—Linter Hardware Co., Kenmore district, has been appointed dealer of Mayflower electric refrigerators by the M. & M. Co., Cleveland distributor.

## Scenarist



Thomas J. Perry, whose movie script was produced by Brooklyn Union Gas Co. employees.

## Whole Office Helps To Get Prospects

WASHINGTON, D. C.—E. B. Dorsey, manager of Frigidaire's Baltimore-Washington branch recently gave his office employees and installation men a half day off from their regular duties, to canvass, make appointments for salesmen, etc.

At the end of the day three sales had been made and 47 prospects listed.

## SEROY LEAVES FOR HAWAII TO VISIT REPRESENTATIVE

LOS ANGELES—William J. Seroy, West Coast representative for Mayflower interests, sailed Friday, Nov. 13, for the Hawaiian Islands to spend a few weeks with R. A. Howe of Honolulu. Mr. Howe is Hawaiian representative for Kierulff & Ravenscroft, Mayflower distributor on the Pacific Coast.

## REFRIGERATION DEPT. OPENED IN BIG LOS ANGELES STORE

LOS ANGELES—Bullock's Department Store, one of the largest stores in downtown Los Angeles, has opened an electric refrigeration department under the supervision of George Lane and O. F. Boyer, former vice president of Collins-Kelvinator. Westinghouse units are handled.

## NEW MILLION DOLLAR STORE OFFERS COLD SPOT

NEW ORLEANS—Feiblemen, affiliated with Sears and Roebuck, has opened its new million dollar store in this city. In the basement department, the owners have installed a line of Cold Spot electric refrigerators, which is in charge of Mr. Victor Lau.

## MUSIC SHOP IN TACOMA WILL HANDLE GENERAL ELECTRIC

TACOMA, Wash.—Broadway Radio & Music Store has been appointed dealer in Tacoma for General Electric refrigerators. B. A. Almgvist is proprietor.

## RADIO FOUND EFFECTIVE IN REACHING PROSPECTS

SAN FRANCISCO, Calif.—A recent survey made by the Pacific Coast Gas Association on its cooperative radio broadcasts shows that 30 per cent of those interviewed or reached by mail had heard the program.

Further analysis of the questions answered by those contacted reveals that 22 per cent of those families which had heard the program had purchased gas appliances during the first five and one-half months of this year while only 13 per cent of the families not hearing the program had purchased gas appliances during this period.

Approximately 210,000 customers were influenced by the cooperative broadcast, of which 47,250 purchased gas appliances. Without the broadcast only 27,300 of these customers would have purchased, according to the survey.

This broadcast was considered partly responsible for 19,950 sales in five and one-half months.

Estimates of appliance sales derived from other sources are in substantial agreement with the survey.

## COOKERY DEMONSTRATORS USE NORGE IN CLASSES

LOS ANGELES, Calif.—Home economics experts of two Los Angeles dailies use Norge refrigerators in their demonstrations.

Miss Mildred Kitchen, of the Los Angeles Evening Herald, uses a Norge in the foodcraft demonstrations which she gives periodically through the fall and winter.

Printed recipes, giving the trade names of ingredients and equipment used, are passed to those who attend the demonstrations.

Miss Marion Manners, director of the Times' home service bureau, uses a Norge unit in lectures to the more than 1,400 women who attend her weekly cooking classes. It has been on the platform of her model kitchen since Oct. 14.

## CARLSON, LILJEGREN TAKE ON SERVEL IN STERLING, ILL.

CHICAGO—R. E. Carlson and M. G. Liljegen of Chicago have opened an agency at Sterling, Ill., for the Servel Hermetic refrigerators.

Mr. Liljegen was formerly associated with the Lind Hardware Co., Chicago distributor of Servel refrigerators, and Mr. Carlson is brother to H. V. Carlson, service manager for the Lind company.

## APPOINTED NORGE DEALER

LEXINGTON, Mass.—The Chevrolet Sales Co. has been appointed Norge dealer in this territory.

## The Purest Sulphur Dioxide EXTRA DRY ESOTOO

Refrigeration Grade. Pure, easy to handle, does not deteriorate. Guaranteed not over 50 parts moisture per million. Prompt shipments from own or agents' stock all over U.S.A. Write or wire where we can serve you.

VIRGINIA SMELTING COMPANY  
West Norfolk, Va.  
131 State St., Boston 75 West St., New York

**Sulphur Dioxide**  
**For Direct Charging!**

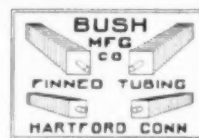
Every Container Analyzed  
"Pure" Bone Dry Cylinders  
2 to 150 lbs

**ANSUL**  
Chemical Co.  
SUNBETTE, WIS

Also  
Ton Drums-Tank Cars

## CONDENSERS STANDARD SIZES OR TO YOUR SPECIFICATIONS FINNED TUBING

FOR BOTH HIGH  
AND LOW PRESSURE  
SYSTEMS



IN COPPER, BRASS  
ALUMINUM OR  
STEEL

**THE BUSH MFG. CO.**  
HARTFORD, CONN.

W. H. MARK HANNA 6-247 General Motors Bldg. DETROIT, MICH.  
REFRIGERATOR APPLIANCES, CHICAGO VAN. D. CLOTHIER, LOS ANGELES

## Buying Information

Every day the need for the 1932 REFRIGERATION DIRECTORY is shown by the inquiries received by ELECTRIC REFRIGERATION NEWS. Typical of the requests for buying information, which the DIRECTORY will supply, are these recent queries:

### Mercury Tubes

Kindly advise where I can purchase mercury tubes for controls.—Subscriber.

### Meter Device

Have you any information on a device similar to that of the Meter-ice of America Co., Ltd.?—Distributor.

### Defrosting Trays

Please advise where glass defrosting trays can be obtained.—Distributor.

### Breaker Strip Mouldings

Kindly forward us names of manufacturers of breaker strip mouldings for refrigerator cabinets.—Manufacturer.

## Statistical Information

Also in constant demand is statistical information about the refrigeration industry, which will be covered by the statistical data section of the 1932 REFRIGERATION DIRECTORY. Examples of recent inquiries are:

### Commercial Compressors

Kindly advise me as to the number of commercial compressors in use in the United States.—Engineer.

### Annual Sales

We would appreciate very much if you would tell us the number of electric refrigerators manufactured or sold in 1931 to date, and in 1930, 1929, 1928, etc., as far as data is available.—Engineering Company.

### Potential Market

Can you furnish figures indicating the potential market for electric refrigerators in this country?—Manufacturer of Materials.

### Rate of Growth

I should appreciate your sending men figures on the rate of growth of electric refrigerator sales.—Advertising Executive.

## Advance Orders

With inquiries for buying information and statistical data, requests are also coming in for the DIRECTORY itself. For instance:

### Quickly As Possible

I look forward to receiving the completed DIRECTORY as quickly as it is possible for you to send it out.—Advertising Executive.

### Advertising

We are instructing our agency to

ings for refrigerator cabinets.—Manufacturer.

### Ice Cube Trays

Who manufactures aluminum ice cube trays for domestic refrigerators?—Manufacturer.

### Refrigerated Truck Parts

Kindly furnish us with the names and addresses of manufacturers of and dealers in the following items for use in insulated and refrigerated motor truck bodies: (1) insulation; (2) door hardware; (3) compressors; (4) cooling units.—Service Organization.

### Compressors and Coils

What companies manufacture compressors and coils for apartment house work?—Wholesaler.

### Refrigerator Accessories

What companies manufacture accessories for small household refrigerators, such as vegetable pans and dishes?—Dealer.

### Production Figures

Would appreciate very much if you could let us have the approximate number of electric refrigerators produced by what might be considered the five or six largest manufacturers.—Manufacturer.

### Orphans

We would like to get a list of manufacturers that have been engaged in the electric refrigeration business since 1920, with notations showing which of them are still manufacturing.—Manufacturer.

### Public Utilities

What is the approximate number of Public Utility Companies merchandising electric refrigerators?—Sales Executive.

### Forecasts

Please send us any forecasts which may have been arrived at regarding total sales of the industry in its respective branches during the next year.—Advertising Agency.

**BUSINESS NEWS PUBLISHING CO.**  
550 Maccabees Bldg. Detroit, Mich.

This Special DIRECTORY Coupon will save you \$1.00 per copy

Business News Publishing Co.,  
550 Maccabees Bldg., Detroit, Mich.

Enclosed is \$..... for..... copies of the 1932 REFRIGERATION DIRECTORY.

Name .....

Address .....

City and State .....



## EMPLOYEES PRODUCE 246 LEADS, 15 SALES

DENVER, Colo.—Two hundred and forty-six leads and 15 direct sales within 26 days—those are the figures produced by the Public Service Co. of Colorado in a recent employee refrigerator selling campaign.

The sales contest which produced these results was a tie-in with the recent Kelvinator Derby, the horse race idea being used to dramatize the contest held by the Denver utility and directed by Melvin A. Rowley. Twelve hundred non-selling employees participated.

The application of the contest grew out of the regular "tip bonus" system for non-selling employees used at the Denver Public Service, in which each employee receives \$3 for a Kelvinator tip which materializes into a sale. Additional incentives were offered in the form of team prizes and individual prizes for sales resulting.

### Handicap Endurance Race

"For added interest the contest was presented in the form of a 'handicap endurance race,'" explained Mr. Rowley. "A board marked into 26 divisions constituted the track. Each division of the service employees was represented by a toy horse.

"At the end of each day a movement was made marking the relative position of each horse without reference to the number of tips furnished. This method of portraying results kept interest at a high pitch."

The meter readers won the "race" for the greatest number of points under the handicap system. Points were determined in the following manner. Departments were subdivided so that by averaging the quantity of their contacts with prospects, and the quality of these contacts, equitable handicaps were created.

"Contacts made during working hours by members of the gas fitting department are very high in possible profitable leads," stated Mr. Rowley in explaining the contest method of handicapping. "The same is true of the meter readers. Their handicap number was 100. Twenty-five points were offered for each lead turned in, 200 points for each sale made directly or from the lead by the commercial department.

### Details of Competition

"Division of this number by the handicap number gave the number of points credited to the particular group in the race. Thus, a lead from the meter readers counted as one-quarter of a point in the competition. A sale resulting from a lead turned in by a member of the meter readers department brought two points."

A \$5 prize was offered for the department winning the handicap race. A prize of \$10 was offered for the individual employee from whose tips the greatest number of sales were made. A second and third prize of \$7.50 and \$5.00 were also given for individual sales.

It happened that three employees tied for the number of sales credited to their leads. On a merchandise value rating E. Neeley of the line construction department received the \$10 prize. Second money was awarded to G. D. Harris, gas fitting department, and third to B. Cole of the contract division.

### MINNEAPOLIS GAS CO. GIVING GREEN WATER BOTTLES

MINNEAPOLIS, Minn.—During a recent Electrolux campaign conducted by the Minneapolis Gas Light Co., each salesman offered his prospects a special inducement to visit the gas company salesroom and inspect the refrigerators on display.

This inducement took the form of a printed invitation card which, when presented on the sales floor, would entitle the prospect to a handsome green water bottle and glass coaster entirely free of charge.

Orders for six Electrolux refrigerators were obtained from prospects who received the first 12 bottles distributed.

### YORK BRANCH HEAD LEAVES AFTER 29 YEARS

ATLANTA—George Braungart, in charge of the Atlanta office of the York Ice Machinery Corp., severed his connection with the firm Nov. 1. Mr. Braungart had been with York for 29 years exactly, having started on Nov. 1, 1903.

He has been in the south for 25 years, in 1912 organizing the Southern Construction & Supply Co., of which he was president. In 1927, this company was merged with York, since which time Mr. Braungart has been in charge of the Atlanta district office.

### NEW COMPOUND DEVELOPED TO REMOVE ODORS

CHICAGO—Marketing of Puroizer, a compound for eliminating refrigerator odors, has been started by the refrigerator accessory division of the Radio Sight & Sound Corp., 230 N. Michigan Ave.

The accessory comes in a container which can be placed in the refrigerator.

### NEW WESTINGHOUSE DEALER

PITTSFIELD, Mass.—R. W. Eustis has opened a new electrical appliance store at 44 West St., and has been appointed dealer in Westinghouse refrigerators.

### NAMED COMMERCIAL HEAD

LOUISVILLE, Ky.—J. O. Senior has been made manager of the commercial and wholesale departments of the A. H. Thompson Co., 613 Fourth St., Frigidaire distributor.

### NEW COPELAND STORE

SPRINGFIELD, Mass.—City Electric Supply Co., a new concern, has opened a large electrical store at 185 Dwight St. and is handling Copeland refrigerators. Edward F. Ammann is manager.

### INSTALLS 11 FRIGIDAIRE

NEW BRITAIN, Conn.—The Park View apartments have been equipped with 11 W-4 Frigidaire refrigerators, installed by the Connecticut Light & Power Co. branch.

**Sell This**  
**Ideal Xmas Gift**  
**Easy-Out**  
ALL-METAL TWIN ICE TRAYS  
**in This Special**  
**Xmas Package**

HERE'S a chance to get yourself a share of the Christmas business usually limited only to the sale of refrigerators. Easy-Outs answer the problem of what to give by providing a gift that is novel and different as well as most practical.

Every time you sell an electric refrigerator this Christmas, sell it equipped with one or more Easy-Outs. You can easily include the added cost in the standard delivered price without creating added sales resistance. When people pay \$150 or more for an article, they won't let a matter of two or three dollars more stand in the way, especially when buying on a payment plan. Think of the extra sales advantage Easy-Outs give you. That added advantage alone justifies your equipping every refrigerator you sell with Easy-Outs.



No water is needed to remove the ice from the Easy-Out. Just press down sharply on ends of grid. Lift out the grid and twist or flex it. If an abnormal freezing condition occurs, a dash of water on back of tray produces immediate results.

## GET THIS ELECTRIC FLASHER DISPLAY FREE!



Send in your order today for a supply of Easy-Outs in special Xmas Gift Packages. (You can remove the Xmas wrappings after Xmas and sell Easy-Outs in their regular cartons.) With your order we will send you FREE a three-piece display which acts as a demonstrator in your store. The two side pieces display the Easy-Out itself and the attractive Xmas gift package.

You can use this display in your windows or on your counters during this big window-shopping season and attract holiday traffic into your store. People will come in to buy Easy-Outs to give their friends for Xmas. While they are there, you have an opportunity to sell them an electric refrigerator.

Over 2,500,000 people will read the suggestion "Give Easy-Outs for Xmas" in McCord's National Advertising in Collier's, Time, and New Yorker.



REFRIGERATION  
ACCESSORIES  
DEPARTMENT OF

# M'CORD

RADIATOR  
& MFG. CO.  
DETROIT, MICH.



## Little Stories of Interesting PEOPLE In the Refrigeration Industry

### Joan Blondell and the King of Siam

On this page appear two interesting pictures of movie stars. We're going to talk about those pictures—and why they're on this page—later.

But right now we want to point out that the picture of Miss Blondell beside the water cooler is the most piquant photograph of that young charmer we've seen yet.

And that, gentlemen, is something for Joan Blondell has probably been pictured beside, inside, and on top of more electric refrigerators than many dealers will stock during a season.

Sometimes we think she should be called, "the refrigerator girl."

And if any of these refrigeration photographers will introduce Miss Blondell to us, we will take great pleasure in breaking a bottle of champagne with (instead of over) her to christen her officially in behalf of the refrigeration industry.

Nearest rival to Miss Blondell is the young King of Siam. On his recent visit to the United States, he was reported to have bought (and pictured with) refrigeration equipment from Frigidaire, General Electric, and Carrier. The stories and pictures circulated widely.

### Famous People

One of the outstanding publicity stunts of the season was the presentation of the millionth G. E. refrigerator to Henry Ford by Gerard Swope over the radio.

Had this event taken place within the last few weeks, it probably would have attracted even more attention, for Gerard Swope has been one of the most persistent front-page figures of the day since the announcement of his economic stabilization plan at the N.E.M.A. meeting in September.

As it was, however, the story of the presentation was broadcast far and wide by the nation's newspapers. Henry Ford is always "good copy" (anything he does is interesting to newspaper readers).

Long study of reader habits has enabled newspaper editors to predict with a reasonable degree of accuracy just what will interest people and what won't.

One of the first things on the list of "sure-fire" interest is fame. Why people are so tremendously interested in the great and near-great is not the question. To an editor it is enough to know that they are.

The highly successful Time magazine recognizes this by making its first story in each issue the activities of the president of the United States during the week, and by printing on the cover a likeness of an outstanding figure in the day's news.

### Hint to sales promotion managers:

If you want to attract the attention of a newspaper editor (and subsequently the readers of his paper) to your product or some activity of our organization, tie it up with some well-known man.

And if you want to get a picture into the paper, place a pretty girl alongside whatever you are photographing.

This may seem rather unimaginative, elementary, and even trivial—BUT IT WORKS. Which is recommendation enough.

If you don't believe that the public buys and looks at papers which play up feminine pulchritude, just note the front pages of high-circulation newspapers, the covers of ALL popular magazines, and most of the advertisements on the inside of these magazines.

### Pictures for the News

All of which brings us to the subject of pictures accepted for use in ELECTRIC REFRIGERATION NEWS. Many photographs are sent to us by dealers and distributors, and many of these are published. Others are returned.

That some weeding-out process is necessary would become apparent to anybody who visits our office and sees in the aggregate the week's accumulation of pictures directed to the editorial department.

We can't print 'em all; only what we consider the best appear.

Perhaps the most common—and the least interesting—picture we receive is that of the side of an apartment house building with a row of electric refrigerators lined up in front.

The first time this stunt was done it might have been interesting, just as was the first picture of a fire-scarred refrigerator. Neither hold much interest today.

It would be much more interesting to show an installation man actually put-

# THE EXPANSION VALVE

By George F. Taubeneck

## Have a Drink, Mister?



Joan Blondell tries G. E.-cooled water in a Hollywood beanerie.

ting the thirtieth refrigerator of a sale into a specific apartment, or to show the occupants of that apartment using their refrigerator.

Another common picture is the inside of a showroom, or of an exhibit, with nobody in it.

Many commercial photographers seem to think that there is a law against taking photographs of people in stores, and if you don't stop them, they will run everybody out of the place before taking the picture.

If a showroom or an exhibit is attractively arranged, people will come to look at it.

The designer of an exhibit should insist that the picture be taken when somebody is there examining the refrigerators, to save his reputation as a designer.

Another type of photograph which fails to get approval from the editors is that of a refrigerator alone. This refrigerator may have been installed in President Hoover's bedroom, or in Lindbergh's airplane hangar. But nobody could tell it by looking at the picture, which shows nothing but the cabinet.

When an installation is made in an interesting place, the purchaser or some well known person connected with the place should be photographed in an informal pose with the refrigerator.

People are more interested in other human beings than anything else in the world except themselves.

Hence, if you want to attract attention to your equipment or your store, have some PEOPLE in the picture DOING something.

If equipment is worth its salt, somebody will use it. And if you want others to believe that that equipment is good, prove it by putting the user or the customer actively in the picture.

Incidentally, the customer, flattered, will probably become a real selling aid.

Here's a tip: If you can't find a famous personality to put in your picture, get a pretty girl. And lacking a pretty girl, get a baby. Should no babies be available, find an animal. Dogs are first-rate.

A freak of nature, anything unusual, is good, too.

### Copeland's Royal Family

In times past this department has remarked upon the predominant types of men to be found in the various home offices of leading refrigerator manufacturers.

We have noted the keen, energetic, unusually young men at the General

Electric refrigeration department in Cleveland.

We have commented upon the fact that the Frigidaire organization seemed composed of young, aggressive salesmen—engineers, ad men, figure-jugglers, and all.

Trupar is composed of a group of "local boys" who have an absolute minimum of self-importance, and who are as neighborly and folksy and companionable as a pipe and slippers.

Down at Serval you will find a group of high-pressure men, mostly young, who always seem to be going somewhere or just getting back.

Norge's executive trio works together as efficiently and noiselessly as some of the new types of transmissions this combination of long standing is making.

Williams has a bunch of showmen, ready at any moment to step behind the footlights and deliver.

Kelvinator's group was delineated not long ago—a "gang" of middle-aged men who talk and laugh and play with one another like a family reunion when even, they are seen together.

The character of Copeland's royal family is fully as distinctive as any in the above list. Copeland's executives are all veterans.

Solid, conservative. DEPEND-

ABLE, safe, sane, and sound, these men sit heavy on their jobs with the weight of authority acquired through years of experience.

Take Ed Brown, for instance. Ed has plenty of youthful fire in his veins, but in years he isn't exactly a young upstart. A vice president in charge of finance, one would think, should be a man of mature judgment. Ed is.

A medium-sized, wiry fellow with a chronic grin, Ed has a pair of scrutinizing eyes and a sceptical attitude which seem to indicate that he is not easily sold on tomfoolery.

Veteran of veterans is John R. Replogle, vice president in charge of engineering. His story is much too long to tell here just now, for he was one of the first really competent engineers in the industry as we now know it.

Ed Hughes, vice president in charge of manufacturing, is another old-timer in the industry. Like John Replogle, Mr. Hughes remembers well the men and methods of the days when an electric refrigerator sounded like a donkey engine trying to pull a merry-go-round.

A night or two ago Mr. Hughes made some kind remarks about the little story on Marshall, Illinois, which appeared in the last edition of An Editor on Wheels.

It seems that many years ago Mr. Hughes, who was then in the contracting business, had considerable to do with the construction of a big railroad bridge north of Marshall, and the story about this homey country town brought it all back to him.

Mr. Hughes says that, judging by the story, Marshall hasn't changed an iota since the time when he was there many years ago.

C. W. Hadden is probably one of the oldest sales managers in the industry. He wears a Phi Beta Kappa key, and has a certain kind of dignity which is not to be assailed. Like other sales managers we have seen, he is a big fellow.

R. M. Douglass, advertising manager, has a long record in the industry. Douglass is tall, bony, and virile—makes you think of the early American pioneers who battled their way across the continent in covered wagons.

Perpetually in a rush, always snowed under, Douglass works under a full head of steam at all hours of the day and night. It's sometimes hard to understand how a man who works under such pressure as he does keeps such a consistent, even temper.

President Ruthenburg and Vice President McElhinny have been discussed often enough in this kolyum to be familiar names to you folks 'way out yonder in Tallahassee and Walla Walla.

Both fit into the Copeland picture.

Mr. Ruthenburg's experience and solid worth have been recognized by his election as head of the refrigeration division of the N. E. M. A. twice in a row.

## Little Stories of Interesting IDEAS In the Refrigeration Industry

Mr. McElhinny, although comparatively young, has one of the longest continuous records in the industry, beginning many years ago with Frigidaire. But that's another story . . .

### Electric Range Next?

Not a few men who seem to be well informed on the past, present, and future of electrical appliance merchandising are inclined to believe that the next major electrical household utility to "go over in a big way" will be the electric range.

Radio men will tell you that television will get the next big push, that it is practically here now.

Electric refrigeration executives see room coolers and other home air conditioning devices as an outstanding possibility for public favor. It's our own private opinion that the electric refrigeration executives are right.

But the rangers have plenty of facts and some reasonable-sounding ideas to support their argument that the electric range industry may follow the footsteps of the electric refrigeration industry in the near future.

George A. Hughes, veteran and highly respected president of Edison Electric Appliance Co. (manufacturer of Hotpoint electric ranges) told the Valve last summer that millions of electric ranges would be sold in the next five years.

Electric ranges are now constructed to heat as quickly as gas ranges, declares Mr. Hughes. Slower heating had been one of the chief stumbling blocks to their progress.

Another member of the Advance Guard of Rangers is August H. Jaeger, who recently was appointed sales manager of Electromaster, Inc., Detroit manufacturer of Electrochef electric ranges. (R. B. Marshall is general manager of the concern.)

Mr. Jaeger was formerly vice president in charge of sales of the Leonard Refrigerator Co.

But before he held that position he was range specialist and appliance division manager of the Hotpoint Electrical Heating Co. of California. So it's coming back home for Jaeger to reenter the electric range business.

If you really want to be convinced about the matter, Mr. Jaeger can give you all the arguments now known to the range industry.

Detroit Edison is fostering and intensively merchandising Electrochef in Detroit. Georgia Power and other active utility merchandisers are pushing ranges hard, because of the considerable load increase brought by each range added to the lines.

Several utilities are now doing the range wiring job—which has been rather costly in the past—free of charge.

### Edison's Health Rules

In the course of looking up biographical material on Thomas A. Edison, we came across the inventor's ideas on how to achieve longevity, as embodied in a letter to the New York Times some seven years before his death.

Since we're all interested in hanging around this changing world as long as possible, it might not be amiss to reproduce those ideas herewith:

Q.—What, if any, rule of diet have you followed?

A.—I reduced my weight to where I thought it should be by diminishing the daily input of food, and thereafter kept my weight constant by regulating the quantity of food. Not one person in 10,000 will do this.

Q.—Do you believe that "early to bed, early to rise, makes a man healthy, wealthy and wise?"

A.—This rule produces stupidity.

Q.—Have you ever followed any systematic program of exercise?

A.—No special exercise is necessary if the food is diminished in proportion to the lessening of the amount of exercise taken.

Q.—Have you found alcohol or tobacco harmful to the system?

A.—I think that people should not be fuddled their brain with alcohol. It is difficult to think straight with it. Tea, coffee and tobacco apparently have no effect on healthy men when used in moderation.

Q.—Are we living too fast at present to reach a ripe old age?

A.—No. The more mental apparatus is worked the longer will the normal person live. Retiring from the active mental life is a dangerous thing.

## Stars Sparkle with Sparklets



Rose Hobart and Charles Bickford argue across a Sparklets siphon in the moving picture, "East of Borneo."



## Copeland Executives Meet for Annual Dinner; Moose Meat Furnished by Replogle

MT. CLEMENS, Mich.—Executives of Copeland Products, Inc., held their third annual executive dinner Friday night, Nov. 12 at Burgers Inn near Mt. Clemens.

Thirty-four executives representing all departments were present. Moose meat was served that had been furnished by John R. Replogle, engineering vice president of Copeland Products.

"The refrigeration industry is an island of prosperity in the sea of depression," declared President Louis Ruthenburg in his speech. "The present year has been the most successful in Copeland history, not only in volume of business but in net profits."

"In order to go forward we must realize that there are forces at work beyond our control. The impetus of public acceptance has caused this industry to go forward."

"In 1921 the motor car business went forward without serious loss of volume."

In 1931 refrigeration was in the favorable situation that the automobile industry was in in 1921.

"The public utilities are helping advance refrigeration because their success depends on their ability to sell increasing amounts of current in the face of a declining rate in the increase of wired homes."

"The year 1931 was a splendid one for the electric refrigeration industry and for Copeland. However, if the refrigeration industry is to advance should the depression continue into 1932 we must use cautious efforts to offset any effects it might have."

"Should the depression end, as indications seem to indicate, it is probable that the refrigeration industry will experience a tremendous boom."

"If the industry could make such great gains for two successive years in spite of the depression, it should go forward at a much greater rate in a normal year."

## REQUESTS FOR INFORMATION

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

### Commercial Unit

Query No. 593—Please supply us with figures on the commercial compressors in use in the United States, also the number sold during recent years. We would also like data on the export of commercial refrigerators.

Answer—The Jan. 14 issue of ELECTRIC REFRIGERATION NEWS furnished this information for the previous year. Relative to export figures, a summary of exports to all countries in 1930 was published in the April 8 issue of the News. Exports by months are published regularly as they are received from Washington.

### Frozen Fruits, Vegetables

Query No. 594—Please supply us with a list of firms packing frozen berries, fruits, and vegetables.

Answer—Bireleys, Hollywood, Calif.; Borden Farm Products Co., Tampa, Fla.; California Fruit Juice Co., Sacramento, Calif.; Exchange Orange Products Co., Ontario, Calif.; Florida Orange Juice Corp., Winter Haven, Fla.; General Sea Foods Corp., Gloucester, Mass.; Goldenheath Fruit Products, Ltd., Long Beach, Calif.; H. C. Hemmingsway & Co., Syracuse, N. Y.; Humboldt Canning Co., Humboldt, Tenn.; MacIntosh, Inc., Northeast, Pa.; E. F. Morley & Co., New York City.

National Juice Corp., Tampa, Fla.; Polar Products, Inc., Monticello, Ga.; Ray-Maling Co., Hillsboro, Ore.; Shaver Bros., Inc., Jacksonville, Fla.; Tampa Union Terminal, Tampa, Fla.; Tom Huston Frozen Foods, Inc., Montezuma, Ga.; Stowe-Mahrle Co., Three Rivers, Mich.

### Coin-operated Devices

Query No. 595—What companies furnish coin-operated metering devices for use on electric refrigerators?

Query No. 596—Please supply with the names of manufacturers of electric metering attachments for electric refrigerators.

Answer—Meterice of America Co., Ltd., Pacific National Bldg., Los Angeles; Mills Novelty Co., 4100 Fullerton Ave., Chicago; Studner Brothers, Inc., 245 Fifth Ave., New York City; and General Refrigerator Products, 230 N. Michigan Ave., Chicago.

### Methyl Chloride Units

Query No. 597—Where can we obtain small methyl chloride compressors?

Answer—Baker Ice Machine Co., Omaha, Neb.; Carbondale Machine Co., Excelsior Division, Carbondale, Pa.; Deissler Machine Co., 31 N. Mercer St., Greenville, Pa.; and Kulair Corp., 1609 Finance Bldg., Philadelphia. See page 14, Oct. 1 REFRIGERATED FOOD NEWS for complete listing of all compressor manufacturers.

## LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

### Westinghouse Refrigerators

Westinghouse refrigerator distributors are now circulating two new mailing pieces among dealers' prospects. One of these, a "presenting book," is a 22-page booklet, with colored illustrations showing the features of the Westinghouse refrigerator, and a non-technical series of discussions on each of them.

One page is devoted to two sample recipes from the Westinghouse Refrigerator Recipe Book, and the last page shows a facsimile of the two-year warranty which goes with every box.

A four-color folder showing all the deluxe models on one side, all the standard models on the other, is inserted in the booklet.

### Apex Refrigerators

"The Line of Least Resistance," which in this case is said to consist of selling the buyer what he wants at a price he can afford to pay, is the basis for a new folder being used by Apex dealers.

One side is devoted to a broadside on Apex washers, designed to hang in the dealer's window. Across the top of the other side runs a line of orange rectangles showing models of the various other Apex products, including their 454-S refrigerator. The fact that "yesterday's bargain is today's extravagance" is stressed in the copy to emphasize Apex prices.

The addressing space carries out the "line of least resistance" idea by showing a fullback about to plunge across for a touchdown.

## Gas Co. Workers Film Refrigeration Drama

BROOKLYN, N. Y.—Before a group which included several officials and department heads, the employee-produced movie "Frozen Flames—A Drama of the Monarch of Silence," was given its premiere recently in the general office auditorium of the Brooklyn Union Gas Co.

The movie was the first containing a continuity to be written, directed, acted and photographed by Brooklyn Union employees.

The scenario was written and the picture directed by Thomas J. Perry, superintendent of customers' service division. Edward H. Marsh, assistant to the engineer of distribution, photographed the pictures and assisted in the direction.

Mrs. Barbara Callahan played the part of a housewife, and Joseph Decker acted as her husband. Richard Perry, the young son of the author-director, posed as their son.

Other parts were taken by L. G. Tomaselli, as a gas company salesman, and Ray McCrodden, as a service man. About 300 feet of film were used in the production.

## TULSA PLUMBING FIRM NEW ELECTROLUX OUTLET

TULSA, Okla.—The Watt Plumbing, Heating & Supply Co., 608 S. Cincinnati Ave., has been given the Electrolux dealer franchise for the county of Tulsa and that part of Osage county which is immediately adjacent to the city of Tulsa.

## HERSCHLER, INC., NEW DEALER IN CANTON, OHIO

CANTON, Ohio—A. D. Herschler, Inc., 132 Cleveland Ave., S. W., has been appointed dealer for Electrolux gas refrigerators here.

A. D. Herschler is president and general manager, and R. E. Volkman, vice president.

## N. W. LEVALLEY HAS NEW POSITION WITH STOVER

CHICAGO—N. W. Le Valley, sales promotion manager for Stover Co., Frigidaire distributor, has been promoted to district sales manager in charge of the company's Oak Park operations.

## 1931 REFRIGERATION SALES IN SOUTH REPORTED

ATLANTA, Ga.—The Atlanta Ice & Coal Co., operating about 30 ice and refrigeration plants in Georgia and adjoining states, reports refrigerator sales from Jan. 1 to Sept. 30, 1931, as follows:

Columbus, 338; Jacksonville, 247; Tampa, 229; Dawson, 200; Albany, 143; Americus, 127; Nashville, 124; Athens, 105; Rome, 96; Macon, 90; Cordele, 85.

Augusta, 74; Knoxville, 74; Montgomery, 63; Milledgeville, 52; Sandersville, 51; Sylvester, 49; Cuthbert, 41; Elberton, 33; Fort Valley, 33; Richland, 33; Dublin, 28; Palmetto, 21; Covington, 13; total, 2,349.

## NORWALK BUREAU ON WAY TO DOUBLING QUOTA

NORWALK, Conn.—With an annual quota of 448 sales, the Electric Refrigeration Bureau, here, had sold 833 units by the end of the first week in November.

Out of the annual budget of \$1,052.70, about \$451 is left to be spent on the Christmas activity.

## SELL ON METER-ICE PLAN

CHICAGO—Distribution of electric refrigerators on the meter-ice plan has been started in Chicago by Hartman's Furniture stores. The stores, nine of them being located in Chicago, rent all units sold by them at the rate of 25 cents a day.

## THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 559 Macabees Building, Detroit, Mich.

### POSITIONS WANTED

EXPERIENCED electrical refrigeration executive available for new connection where initiative and successful past performance will be an asset. Six years' experience in domestic and commercial activities, both wholesale and retail. Have organized and trained complete wholesale and retail operations from every angle. Can generate enthusiasm and produce results. Available for immediate interview. Box 393.

ENGINEER, college trained, now employed as junior executive, desires responsible position with concern expanding their division of industrial and home air conditioning. Experienced in heating and ventilating; blow-pipe and exhaust design; maintenance and production; experimental and compressor assembly. Willing to take responsibility for putting air conditioning department on money-making basis; capable sales engineer. \$6,500. Age 30. Married. Box 386.

### POSITIONS AVAILABLE

WANTED—AT ONCE—By large electric refrigerator manufacturing company marketing a complete line of commercial equipment, a man who understands commercial refrigeration sales, sales engineering and who can direct the sales efforts of others. In reply give complete details as to age, experience, salary expected, etc. Address all correspondence to Box 392.

WANTED—Commercial salesman to represent leading dealer in Tampa on electric refrigeration. If you are not a producer, don't reply. J. H. Harris, 102 E. Lafayette St., Tampa, Fla.

### MISCELLANEOUS

DEALERS—For years we have been supplying equipment that dealers have marketed under their own name and we have not gone into their markets and competed with them. We now have electric refrigerator mechanisms which you can combine with your own refrigerator or we will supply complete assemblies. Our quantity price enables you to compete with other lines and make a profit. For more information write our representative, Charles E. Yates, 424 Hanna Bldg., Cleveland, Ohio.

## PROFESSIONAL SERVICE

### Testing Laboratory

For refrigerators and refrigerating equipment

**George B. Bright Co.**

Refrigerating Engineers and Architects  
2615 12th St., Detroit, Mich.

## DELOS P. HEATH

Consulting Engineer

1001 East Jefferson Avenue

Detroit, Michigan

## INCREASE Your INCOME AT HOME... In Spare Time!

New... Easy... Practical Home Training!

HERE'S good news for men who produce, sell or service electric refrigerating equipment! A marvelous new method now teaches you the vital principles and practices necessary for big returns! No study drudgery. Practical and fascinating. Complete, easy to grasp. Prepared by experts. Approved by leading manufacturers. Charts, diagrams, drawings help you learn quickly. Low cost, easy terms. Trained men available. Write today!

UTILITIES ENGINEERING INSTITUTE  
4403 Sheridan Rd., Dept. 25111, Chicago, Ill.

## BUYER'S GUIDE

Manufacturers Specializing in Service to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space.  
Minimum contract—13 insertions in consecutive issues.

## Hard and Soft

Rubber Parts for Electrical Refrigerating  
Ice Cream Cabinet Parts, including

Lid Collars, Sleeves, Brine Hole Stoppers, etc.

Specializing in Rubber Parts manufactured to customer's specification

## Dryden Rubber Company

1014 S. Kildare Ave. :: Chicago, Illinois

## SPECIAL APPLICATIONS

Complete facilities and long experience at your service to build special designs, sizes and shapes of cabinets and coolers. Expert refrigeration engineering applied to your problems. Send sketch and description of your requirements. Blue prints and estimates will be furnished promptly.

Manufacturers of Soda Fountains and Commercial Refrigeration

## VALERIUS CORP.

JEFFERSON, WIS.

## ELECTROCHEF

The Modern Electric Range

The Ideal Sales Companion  
for your Electric Refrigerator

Some Distributor, Dealer  
Territories Now Open

ELECTROMASTER, INC. 1803 E. Atwater St., Detroit

## STOCK PARTS LOWER COSTS

Speed Up New Model Production



Hoosier Stock Parts save retooling expense, eliminate profitless small operations, stop delays. We ship from stock to meet your production schedules. Send us your specifications for quotation on stock or special designs.

## HOOSIER

LAMP & STAMPING CO., EVANSVILLE, IND.

## BAKER Commercial Refrigerating Units

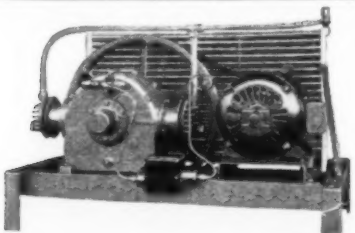
The Profitable Answer to Every Refrigerating Need

Distributor's Inquiry Invited

Baker Ice Machine Co., Inc.

Manufacturers of Ice and Refrigerating Machinery for more than twenty-five years

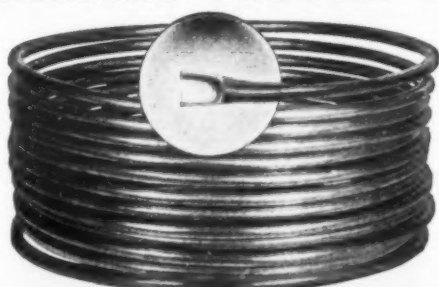
1518 Evans St. Omaha, Nebr.



A complete range of sizes for Methyl Chloride, Air or Water Cooled Condensers, Standard or Heavy Duty Types

## DEHYDRATED COPPER TUBING

Highest quality seamless Copper Tubing. Plain or Tin Plated



Made to A. S. T. M. specifications (B68-30T). Ready for quick installation. Prompt shipment

## WOLVERINE TUBE CO.

SEAMLESS COPPER BRASS & ALUMINUM

1491 Central Ave.

Detroit, Mich.